Bon Berman, head of Apollo Records, is surrounded by the "5" Royales as they all listen to the playback of the group's latest recording, "I Do" backed with "Good Things". Ever since the boys broke into the limelight with their waxing of "You Know I Know" and followed it up with the sensational "Baby Don't Do It", they have been in the forefront of top vocal combos. Their current Apollo record should send their reputation soaring even further.
Try This For Size
(and earnings) IN YOUR SMALLER LOCATIONS

This colorful, tuneful 48-selection WURLITZER is "tailored-to-measure" for smaller locations. Only 331/2 inches wide and 271/2 inches deep, it turns midget size floor space into a major source of income for you. Its price is as compact as its cabinet, yet for less money you get all the big features, including top cabinet design, Cobra pickup, finest tonal quality, coin banking mechanism and built-in volume control.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer 1650
48-SELECTION
STRAIGHT 45 RPM PLAY

1600
48-SELECTION
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
Why Don’t Movies Produce Hit Songs?

Motion picture songs aren’t what they used to be. There once was a time when the score of almost any major musical would produce at least one smash hit. Today it’s fortunate if one out of ten musicals produces a hit.

This situation is pointed out by the fact that of all the original songs written for motion pictures by American authors during the past year, only two became enough of a hit to be considered for the Academy Award. Those two are “That’s Amore” and “Secret Love.”

This situation indicates several things.

First of all, it becomes crystal clear that for the most part, writers and popular songs for the movies today are almost completely out of touch with the public’s desires. The music business is a constantly changing business. Tastes change. Needs change. And what was right in the forties, or thirties or twenties—or even last year—may no longer be right. However, if you look at the credits on a motion picture, you’ll usually find that the composers and authors are the same ones we saw back in the thirties when Hollywood first began putting out its great musicals.

No one can deny that these men are accomplished song writers but unfortunately in too many cases, they are writing songs that would have been popular way back then, but which don’t stand a chance today.

Many people complain about the quality of the songs that come out of 1619 Broadway. However it has always been our contention that hit songs are good songs, for a hit song must in some way have touched a great many people with its message in order for them to have wanted to buy it and listen to it.

But the quality of the songs notwithstanding, it cannot be denied that the numbers which come out of Tin Pan Alley, are, at the very least, in tune with the public’s demands. They may not all be hits, but they are written with the public’s current tastes in mind. Which, we think, is the essential point at which movie music goes off.

Now some motion picture studios have been making attempts to rectify the situation by occasionally importing up-and-coming young writers to do scores. And still the hits they produce are very few.

Why?

Because too often a publisher who has a movie score thinks that nothing else has to be done to make his songs hits. He thinks that all he has to do is sit back, wait for the picture to be shown, and then and there the tunes will smash through.

But you would think that the publishers would have learned that such a course of action doesn’t work.

A song — any song — whether it comes from movies or not, has to be promoted. It has to be plugged and advertised. It must receive the full treatment even if it’s great to start with for it’s very seldom that a tune goes anywhere without that treatment.

Music from the movies should be in the forefront of our popular hits. But there are two things which must be done before this can be accomplished. First let’s give some of our younger authors who are in tune with today’s tastes a chance to write scores. And secondly let’s promote them with the same vigor and strength that a tune emanating from Tin Pan Alley would be promoted.
Here's the one
you've been waiting for...

THE
AMES
BROS.

The Man
With The
Banjo

and...

Man, Man
Is For The
Woman Made

with Hugo Winterhalter
his Orchestra and Chorus

20/47-5644

RCA Victor
FIRST IN RECORDED MUSIC

OH, MEIN PAPA
EDDIE FISHER - EDDIE CALVERT
BE-1019 (45-1019) - J. Carroll & L. Clark
CA-2678 (F-2678) - Ray Anthony CO-40134 (4-40134) - Harry James & Paul Weston CS-61111 (9-61111) - B. Watteau & B. De Wolfe DE-28964 (9-28964) - Hugo Winterhalter

STRANGER IN PARADISE
FOUR ACES - TONY BENNETT
CA-2652 (F-2652) - Gordon MacRae CO-40133 (4-40133) - Tony Bennett DE-28972 (9-28972) - Four Aces Ft-28930 - Decca Harris Morgan KS-1304 (13-1304) - Ink Spots

THAT'S AMORE
DEAN MARTIN
CA-2389 (F-2389) - Dean Martin MG-11584 (K-11584) - Blue Barron

CHANGING PARTNERS
PATTY PAGE
BE-1017 (45-1017) - Helen Forrest CA-3857 (F-3857) - Ray Ellis DE-28968 (9-28968) - Bing Crosby TD-2501 (F-2501) - The Clovers

HEART OF MY HEART
FOUR ACES - CORNELIUS, DESMOND, DALE
CA-40137 (4-40137) - Les Elgart CR-61076 (9-61076) - Jerry Shady CO-40137 (4-40137) - Four Aces ME-70282 (70282x45) - Frankie Laine

WOMAN
JOHNNY DESMOND
CO-40134 (4-40134) - Jose Ferrer CR-61069 (9-61069) - Johnny Desmond DE-28985 (9-28985) - Guy Lombardo

RAGS TO RICHES
TONY BENNETT
TS-28933 (9-28933) - Georg Sheil

THE JONES BOY
MILLS BROTHERS
CA-28949 (9-28949) - Mills Bros. DE-28958 (9-28958) - Guy Lombardo

RICOCHET
TERESA BREWER
CA-2643 (F-2643) - Vicki Vass CA-38104 (F-38104) - Teresa Brewer CS-61014 (9-61014) - Guy Lombardo O DE-28973 (9-28973) - Guy Lombardo O

YOU ALONE
PERRY COMO
BE-1030 (45-1030) - Maddy Russell Vi-20-5447 (47-5447) - Perry Como

The Nation's Top Ten
PLUS
The Next 25
Juke Box Tunes
The Top Ten Tunes Listed Have Been Carefully Selected From Records Sold Through The Country

"It's What's in THE CASH BOX That Counts"
New York a busy city desertwise these weekends. On January 23 Art Ford held his first "Fan Club Convention" at Carnegie Recital Hall and drew more than 350 teen-age fan club presidents and disk stars Dean Parker, Alan Dale, Les Paul, and Berry Ford, Jimmy and Marion McPartland, David Hughes, Charlie Appleglows, Rusty Draper and Johnnie Ray. On January 30 Norm Prescott will bring 1200 teen-agers to New York with him for a weekend in the Gotham. The gang will come down in their own private train. A color and cocktail party will be held in the ballroom of the Hotel New Yorker from 5:30 to 7:30 p.m.

Pic of the week—Norm Prescott (WORL-Boston, Mass.). See above... Enjoyed George Jay's "Interviews." Lots of news; lots and some chuckle items. Particularly liked the idea for a new TV panel show. "Setting: Cemetery. Will blindfold tenement kids, panellists guess who's buried underneath." Cute?... Newspaper campaign in Pittsburgh, Pa., building KQV personality Joe Deane. Formerly a popular disk jockey in Rochester, N. Y., Deane does record shows from 6:30 to 9:30 a.m. and 4:20 to 5:45 p.m. on the CBS radio outlet in Pittsburgh. ... Jack Chenoweth (WCEU-Akron, O.) drops us a line to let us know he's runnin' a Cash Box Top Ten show with great success... Lee & Lorraine Ellis switched from WINS-Miami to the University of Missouri, commercial, KMOV-TV-Columbia, Mo. The University has 10,000 students and 12,000 students and Columbia 34,000 inhabitants... Ernie Anderson (WHM-E, Providence, R. I.) voted, on behalf of the Toolroom of Ford Mfg. Co., "Dufo of the year 1952." Based on the RCA Victor Wally Cox record "What A Crazy Guy!"... February 1st marks the end of the sixth year on the air for Robin Seymour (WKNH-Deburn, Mich.). Robin's "Robin's With Robin" is on the air daily from 3:08 p.m. to 4 p.m. Monday through Saturday and on Sunday from 2:30 to 3:30 p.m. ... Jimmy "King Bee" Franklin (KWHM-West Memphis, Ark.) on the air sixteen hours a week wants records for his show. Jimmy plays the seven top pop tunes from The Cash Box lists... The Story of Rudy Valentine, with Juanita Hall in the title role, is the first network offering to be incorporated into WON- New York schedule. The starting date was January 25.

Answering the question several disk jockeys have been asking Ruth Casey, Deeco thrush, "Who wrote the vocal arrangement for "Hold Me?" Ruth says, "Dolphe Martin, my manager-arranger, did." Ruth has been doing this number for sometime in her night club act... Jerry Reit, formerly WEEZ-New Orleans, La., has a name change along with his station change. Jerry will now be known as Jerry Mills and will be on the staff of WIP-Philadelphia until a time slot opens for his own show... In a recent poll conducted by a Phoenix newspaper, Frank Pollack, KOOL-Phoenix, was named the top DJ of the Southwest for 1953... Ray "Moon" Mullins moves to KGW-Portland, Ore. "Moon" hopes all his friends will continue to contact him at new station.

**THE TEN RECORDS**

**DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE**

<table>
<thead>
<tr>
<th>Track Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1. OH, MEIN PAPA</td>
<td>Eddie Fisher (RCA Victor)</td>
<td></td>
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<tr>
<td>2. STRANGER IN PARADISE</td>
<td>Eddie Calvert (Decca)</td>
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<tr>
<td>3. THAT'S AMORE</td>
<td>Tony Bennett (Columbia)</td>
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<td>4. CHANGING PARTNERS</td>
<td>Dean Martin (Capitol)</td>
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<td>5. SECRET LOVE</td>
<td>Patti Page (Mercury)</td>
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<tr>
<td>6. RAGS TO RICHES</td>
<td>Doris Day (Columbia)</td>
<td></td>
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<tr>
<td>7. HEART OF MY HEART</td>
<td>Tony Bennett (Columbia)</td>
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<td>8. RICOCHET</td>
<td>Teresa Brewer (Coral)</td>
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<td>9. MAKE LOVE TO ME</td>
<td>Jo Stafford (Columbia)</td>
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<tr>
<td>10. THE JONES BOY</td>
<td>Mills Bros. (Decca)</td>
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<tr>
<td>11. TILL WE TWO ARE ONE</td>
<td>Mills Bros. (Decca)</td>
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<tr>
<td>12. THE CREEP</td>
<td>Mills Bros. (Decca)</td>
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<tr>
<td>13. GRANADA</td>
<td>Mills Bros. (Decca)</td>
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<td>14. TILL THEN</td>
<td>Mills Bros. (Decca)</td>
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<tr>
<td>15. FROM THE VINE CAME THE GRAPE</td>
<td>Mills Bros. (Decca)</td>
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**A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS**

New York & busy city desertwise these weekends. On January 23 Art Ford held his first "Fan Club Convention" at Carnegie Recital Hall and drew more than 350 teen-age fan club presidents and disk stars Dean Parker, Alan Dale, Les Paul, and Berry Ford, Jimmy and Marion McPartland, David Hughes, Charlie Appleglows, Rusty Draper and Johnnie Ray. On January 30 Norm Prescott will bring 1200 teen-agers to New York with him for a weekend in the Gotham. The gang will come down in their own private train. A color and cocktail party will be held in the ballroom of the Hotel New Yorker from 5:30 to 7:30 p.m.

**THE CASH BOX, Music**

February 6, 1954

**THE CASH BOX, Music**

February 6, 1954
WOYOMA WINTERS
(RCA Victor 20-5603; 47-5603)

**THE WYOMA RAINBOW**

WHERE CAN I GO WITHOUT YOU (2:48) [Ivan Mogull ASCAP—Lee, Young] Henri Rene and his men set up a lush backing for Wymona Winters' romantic presentation of this ballad. Thrush gives it plenty of heart. Great talent.

REPEAT PERFORMANCE

On this platter the chirp bounces through a rhythm item in apert and lively manner.

ANDY GRIFFITH

**(Capitol 2698; F2698)**


**ROME AND JULIET** Part 2 (3:24) [BMI—Griffith] The artist continues with the hilarious novelty. Number is sparse in certain parts and should go: loads of spins by the deejays.

JOHNNIE BOMBA ORCH.

(Dono 3157; 45-3157)

**OKEY DOKEY POLKA** (2:26) [Elm Music] Johnnie Bomba and his men ride through a lively and colorful polka item that's tailor made for dancing. Could do well in the right spots.

**STAY SINGLE POLKA** (2:30) [Sawajick Music — Bomba] A clever title here: another peppy item bounce polka. Happy material.

CESAR CONCEPCION ORCH.

(Seco 4133; 45-4133)

**VASY DRAG MAMBO** (2:31) [McLellan Music] Cesar Concepcion. The catchy hit from the Broadway musical "Good News" is given a rocking mambo styling by the Cesar Concepcion crew. Solid stuff that should do well in the Latin-American market.

**POR QUE SERA** (2:26) [Ram- mon, Diipo, Rivera] Joe Valle takes the vocal chores on this slower mambo item. Mambo material on the soft side.

JIMMY ROMA ORCH.

(Rainbow 240; 45-240)

**ROO ROO ROO** (2:28) [McGraw Music — McCallan, Blank] With the "creep" catching on, Jimmy Roma and his men could have a hit in this new dance item, the "Kanga- roo." Could happen. Real terrific instrument.

**ROMA RHYTHM** (2:35) [Mer- rill Music — Fegab, McGrath] Jimmy does some slick trumpeting on this end as the band sends up a terrific beat. A wild deck given the old "band era type" instrument. Number moves.

**MAN, MAN IS FOR THE WOMAN MADE** (2:44) [Garland ASC—Whitney, Kramer, Kapp] The Ames Brothers come up with a new release that could outshine their first Victor success. The boys get hold of a cute calypso-type novelty and glide through it in their warm inviting manner. It's a real cute ditty titled "Man Is For The Woman Made." The lyrics are terrific, and the delivery super-commercial. "The Man With The Banjo" is the pretty litter on the other side. It's a real polished job with a tender flavor. As expected, Hugo Winterhalter and his men supply the best in backing on both decks. Both ends have hit qualities. This could be a two sider for the Ames brothers.

**THE MAN WITH THE BANJO** (2:50) [BM—Mellin, Reiche] The Ames Brothers come up with a new release that could outshine their first Victor success. The boys get hold of a cute calypso-type novelty and glide through it in their warm inviting manner. It's a real cute ditty titled "Man Is For The Woman Made." The lyrics are terrific, and the delivery super-commercial. "The Man With The Banjo" is the pretty litter on the other side. It's a real polished job with a tender flavor. As expected, Hugo Winterhalter and his men supply the best in backing on both decks. Both ends have hit qualities. This could be a two sider for the Ames brothers.

**WICKED WOMAN** (2:57) [Teri ASCAP—Baker, Mullendore] Buddy Baker accompanies Herb Jeffries as he leans into a dramatic blues number. A real torchy item given plenty of polish.


**WHAT ARE YOU WAITING FOR?** (2:00) [BMI—Tishman] In her husked and stylish manner, Coco Blake dishes up a feeling vocal while Don Costa's orch assists. Pretty tune that's been around for some months.

**BELIEVE ME** (2:57) [BMI—Ferraioli, Gardner, Ruth] On this end the thrust puts her heart into a romantic song on the sentimental side. Real pretty delivery.

**AN EVENING PRAYER** (2:27) [Rodeheaver ASCAP—Battersby, Gabriel] The lovely voice of Eileen Parker comes over as well as she treats a pretty religious item to a tasteful performance. Not designed for singing. It should do well.

**GOOD UNDERSTANDS** (2:20) [Rodeheaver ASCAP—Smith, Ackley] Archie Bleyer and the orch supply another fitting backdrop for the thrust's styling of another religious number. Plenty of feeling.

**I'M IN THE MOOD** (2:24) [Harms ASCAP—Dixon, Young] Another old-timey number that's on the revival trail is given a stellar styling by the brothers. Number has a good lift to it.

**GRANADA** (2:40) [Southern ASCAP—Dodd, Lero] With "Granada" riding high on the charts, the Andrews boys come up with a first rate instrumental of the oldie. Good cover job that could draw big crowd.

**YOU'RE MY EVERYTHING** (2:44) [Harms ASCAP—Dixon, Young] Another old-timey number that's on the revival trail is given a stellar styling by the brothers. Number has a good lift to it.

**STARS ON THE CEILING** (2:37) [Montaux BMI — Paul, Hopkins] In her strong and expressive manner, Dolores Hawkins leans into a romantic piece with a pretty melody.

**ANYTHING CAN HAPPEN—MAMBO** (2:40) [Beechwood BMI—Wayne, Sherman] The chip belts out a rhythmic mambo bit with a cute set of lyrics. Number has zip to it. Fine showing by the thrust.

**I SPEAK TO THE STARS** (3:02) [Withmark ASCAP—Fain, Webster] A pretty beautifully flowing singer is her treatment of this wonderful love song from the flicker "Lucky Me." Plenty of heart in this number.

TONY SCOTT

(Brunswick 80237; 9-10237)

**TIME TO GO** (3:04) [Thorn- wood BMI—Scott] Tony Scott and his men offer some more rhythm material to a slower tempo. Colorful item has a blues flavor to it. Good material.

RAY ANTHONY ORCH.

(Capitol 2699; F2699)

**IN THE MOOD** (3:08) [Shar- pey Bernstein ASCAP—Garland, Raraf] With the "Glen Miller Story" hitting the movie houses, Ray Anthony stands a good chance of cashing in on its publicity. Good styling of a Miller great.

**TUXEDO JUNCTION** (3:11) [Lewis A. Lapp Jr.—With Hawkins, Payne] Another Glenn Miller standard is rendered by the An- thony crew. A great oldie given the same treatment that Miller gave it.

TOMMY & JIMMY DORSEY

(Bell 1024; 45-1024)

**GRANADA** (2:40) [Southern ASCAP—Dodd, Lero] With "Granada" riding high on the charts, the Andrews boys come up with a first rate instrumental of the oldie. Good cover job that could draw big crowd.

**YOU'RE MY EVERYTHING** (2:44) [Harms ASCAP—Dixon, Young] Another old-timey number that's on the revival trail is given a stellar styling by the brothers. Number has a good lift to it.

DOLORES HAWKINS

(Epic 9013; 4-9013)

**STARS ON THE CEILING** (2:37) [Montaux BMI — Paul, Hopkins] In her strong and expressive manner, Dolores Hawkins leans into a romantic piece with a pretty melody.

MARGARET WHITING

(Capitol 2277; F2277)

**SO BEAUTIFUL** (2:30) [Broadway ASCAP—Adelson, Clarkson] Nelson Ridd- die supplies a lush backing for Margaret Whiting's tender vocal styling of this popular number. She gives the number an added meaning. Warm job.

**I SPEAK TO THE STARS** (3:02) [Withmark ASCAP—Fain, Webster] A pretty beautifully flowing singer is her treatment of this wonderful love song from the flicker "Lucky Me." Plenty of heart in this number.
RIDING HIGH!

"From The Vine Came The Grape"
COUPLED WITH "Stolen Moments"
MERCURY 70296 • 70296X45

AMERICA'S NEW CALYPSO HIT!

"Somebody Bad Stole De Wedding Bell"
(Who's Got De Ding Dong?)
COUPLED WITH "Baubles, Bangles and Beads"
MERCURY 70298 • 70298X45

A PAIR OF HITS BACK TO BACK!

"Oh Am I Lonely"
COUPLED WITH "Cuddle Me"
MERCURY 70285 • 70285X45

CREATING A STORM!

"The Breeze And I"
COUPLED WITH "To Love You"
MERCURY 70287 • 70287X45

THE GAYLORDS

GEORGIA GIBBS

RONNIE GAYLORD

VIC DAMONE

SWEEPING THE NATION!

"The Creep"
COUPLED WITH "Love Theme"
MERCURY 70281 • 70281X45

HITS BACK TO BACK!

"Little Miss One"
COUPLED WITH "'Til We Two Are One"
MERCURY 70293 • 70293X45

GOING STRONG!

"Changing Partners"
COUPLED WITH "Don't Get Around Much Anymore"
MERCURY 70295 • 70295X45

JUST RELEASED!

"King For A Day"
COUPLED WITH "Downhill"
MERCURY 70297 • 70297X45

RALPH MARTERIE

EDDY HOWARD

PATTI PAGE

RICHARD HAYES

"It's What's in THE CASH BOX That Counts"
TOMMY LEONETTI
(Capitol 7276; F-2716)

"AND STILL I LOVE YOU" (3:06) [Harms ASCAP—Primm, Chesnutt] Tommy Leonetti makes an impressive debut on Capitol with a top grade performance on a beautiful love song. Great voice and first class job. Could hit with it.

"I'M AVAILAIBLE" (2:20) [Artie Mendelson—O'Dell, Riddle] On this end the balladeer lights through a light and pleasing romantic item. An effective backing is dished up by the Nelson Riddle orchestra.

PERCY FAITH & MITCH MILLER
(Columbia 40150; 4-40150)

"THE RIVER" (3:14) [Robert Mellin ASCAP—Mellin, Condon] As Percy Faith and the men supply the lovely orking, Mitch Miller offers a penetrating English horn and cello solo on a captivating melody. Real pretty item.

"EDELMIA" (2:38) [Alpha BMI—Tucci] The artists take the same old songs of the softly lush instrumental offering. Pleasing melody that makes great listening.

FOUR ROBINS & LOREN BECKER
(Parco 1)


"MY VALENTINE" (2:05) [Westbrook BMI—Godridge, Saunders] Another tune fitting for Valentine's Day is this one by the Robins and Lauren Becker. Hugo Peretti and the orchestra assist.

STEVE LAWRENCE (King 1315; 45-1315)

"TOO LITTLE TIME" (3:00) [Pickwick ASCAP—Rayes, Mancini] Lyricst are set to the pretty "Love Theme" from the movie "The Glenn Miller Story" and expressively delivered by the talented voice of Steve Lawrence. Good tune.

"REMEMBER ME" (2:20) [Leeds ASCAP—Reid] Glenn Otisesser again assists Steve as he tenderly treats a beautiful love song set to a Latin tempo. Number has hit requirements and could make the grade.

DANNY DE CARLO
(Jubilee 6055; 45-6055)

"YOU CALL IT MADNESS" (2:48) [Mayfair ASCAP—Conrad, Boles, Gregory, Cameron] Young Danny De Carlo sounds a great deal like the great Russ Columbo as he renders a romantic ballad in feeling fashion. Could hit.

"IT'S HEAVENLY" (2:58) [Mid City BMI—Abrams] The artist treats some more tender material to a soft and sentimental reading as the Ben Bennett orchestra accompanies.

LES BROWN ORCHESTRA
(Coral 61114; 9-61114)

"BROWN'S LITTLE JUG" (2:22) [PD] Les Brown and his crew send up a take off on the Glenn Miller standard. Number has a beat, but the melody is hidden.

"ONE O'CLOCK JUMP" (2:48) [Leo Feist ASCAP—Basie] Another jump favorite of the great band era gets the raucous treatment of the Brown aggregation. "Glenn Miller Story" should help sales.

DIXY SISTERS
(Original 502; 45-502)

"THE GAME OF BROKEN HEARTS" (2:35) [BMI—Larkin, McMullen, Clark] The Dixy Sisters dish up some beautiful harmony on an outstanding country flavored sentimental ballad. Disc could make the grade.

"SPIN THE BOTTLE POLKA" (2:32) [ASCAP—Lary, Genger, Ross, Weiher] On this end the thrushes live up to their goods item. Real cute deck that's loaded with zip. Girls work very well together.

PHIL HARRIS
( RCA Victor 20-5615; 47-5615)

"I KNOW AN OLD LADY" (2:38) [Peer Inter'l BMI—Mills, Boron] Phil Harris amusingly fashion a comical ditty about an old lady. Story has catchy lyrics that should earn him another Oscar.

"TAKE YOUR GIRLIE TO THE MOVIES" (1:37) [Waterson, Berlin & Snyder ASCAP—Leslie, Kalmar, Wendling] Phil Harris through a fast pace novelty on this end. A cornball reading with life to it. Ok aide.

LEE ROY
(epee 9014; 4-9014)

"THE CHARLESTON" (2:33) [Harms ASCAP—Mack, Johnson] One of the all time great dances gets a solid cornball revival treatment from Lee Roy and his men. Great rendition of the handicapper. Should get loads of spins.

"THE BUNNY HOP" (2:25) [Moonlight BMI—Anthony, Auletli] Another dance number gets a solid instrumentation by the Roy crew. A more subdued rhythm number.

DENNIS DAY
(RCA Victor 20-5645; 47-5645)

"HEY BROTHE, POUR THE WINE!" (2:36) [Frank ASCAP—Rogovoy, Boge; As Bud Dant's orchestra accompanies, Dennis Day marches through a rollicking drinking song. Chorus and lyrics both effective on this stirring item.

"TULAROSA" (2:48) [Bourne ASCAP—Anson, Livingston] On this disc, the artist gets a lush setting for a tender romantic item. Lovely melody delivered with feeling by Dennis. Girl's voice in backdrop is pretty.
T HE CASH BOX, M U S I C

February 6, 1954

THEY DO IT AGAIN!
The FOUR TUNES

new hit

"DO DO DO DO
DO DO DO
IT AGAIN"

b/w

"MY WILD
IRISH ROSE"

JUBILEE # 5135

A CASH BOX & BILLBOARD PICK
Reported BEST BUYS in
N. Y., Phila., Cincinnati, Cleveland,
Chicago, Nashville, St. Louis and Atlanta

THE ORIOLES

"THE ROBE
OF CALVAR Y"

b/w

"THERE'S NO ONE
BUT YOU"

JUBILEE # 5134

He’s A Comer
2 Hits back to back

PAT TERRY
singing

"THIS IS YOU"
and

"I’LL ALWAYS REMEMBER"

JUBILEE # 6056

greatest voice since Russ Columbo

DANNY DE CARLO
singing

"IT'S HEAVENLY"
and

"YOU CALL IT MADNESS"

JUBILEE # 6055

Available in Canada on QUALITY Records

Jubilee RECORD CO., INC.
315 WEST 47TH STREET
NEW YORK, N.Y.

"It's What's in THE CASH BOX That Counts"
LEGAL NOTICE

PLEASE TAKE NOTICE THAT THE TITLE OF OUR CURRENT COMPOSITION

RECORDED BY
PATTI PAGE

FOR
MERCURY RECORD CORP.

HAS BEEN CHANGED FROM

"JOHNNY GUITAR"

to

"MY RESTLESS LOVER"

(MERCURY RECORD #70302)

NO CHANGE OF ANY KIND HAS BEEN MADE IN THE WORDS OR MUSIC--ONLY THE TITLE HAS BEEN CHANGED

CHAPPELL & CO., INC.

"It's What's in THE CASH BOX That Counts"
$20,000 Worth of Appreciation

HOLLYWOOD, CALIF.—Pictured above Lawrence Welk (1) accepts a $20,000 Carlo Bergonzi viola from Louis B. Crisci (2). Presentation of the rare viola highlighted the Welk KFILA-TV program recently where the popular "Champagne Maestro" makes his weekly appearance.

Welk was informed by Crisci, a dealer in rare violins in Huntington Park, that he was going to present this violin as a gift on the Welk show.

Crisci, who loaned a number of rare violins to members of the Welk organization to play on a recent program, used this method to show his appreciation to the musician for his entertainment.

The Carlo Bergonzi viola was made in the year 1741. Bergonzi fashioned the instrument as a memorial to Antonio Stradivarius, his teacher.

Crisci was presented the instrument by the Marquis Francesco Carugino, his Captain and Squadron Commander of the 29th Light Cavalry Regiment in World War I during the battle of Caporetto, after having saved his life.

The violin has a carved Stradivarius head on the scroll. Valued at $20,000 the instrument was presented to Welk with Crisci's expressed wish that the maestro keep it in his family from generation to generation.

**June Valli Signed by RCA Thesaurus**

NEW YORK—Singer June Valli has been signed as an RCA Thesaurus artist, Ben Selvin, artists and repertoire manager for the radio library service, has announced.

"June is just the first of many big names we've recently acquired for Thesaurus," Selvin stated on returning from a flying trip to Chicago.

"In the coming months, we'll be announcing the addition of several very important names. We now have the signatures of these stars on contracts; it's simply a question of lining up the proper formats for special shows for these artists.

In Chicago, June, accompanied by a group headed by accordionist Art Van Damme, recorded her first Thesaurus material, which will be included in the February release of the library service. "Oh! My Pa-Pa," current big hit, is a part of June's first release, together with standards from the films and Broadway.

Other features of the February Thesaurus release include new selections by Freddy Martin, Sammy Kaye, Gloria De Haven, Allen Roth, Norman Guilmet, and Hank Snow. "A Moods and Themes" release consists of specially recorded themes, designed so that a local station may establish a mood, then build from a libretto. After the local announcement, the theme comes up for a dramatic finish. The moods, recorded by the Ernie Fierito orchestra, depict "Progress," "Encouragement," "New Horizons" and five others.

**June Valli Signed by RCA Thesaurus**

**WYNONIE HARRIS**

**QUIET WISKLEY**

**King 45683**

**EARL BOSTIC**

**MEMORIES**

**King 4565**

**BILL DOGGETT**

**AND THE ANGELS SING**

**EVENTIDE**

**King 4590**

**BILLY WARD and HIS DOMINOES**

**RAGS TO RICHES**

**King 1280**

**MY BABY'S 3-D**

**Federal 12162**

**TINY BRADSHAW**

**PING PONG**

**POWDER PUFF**

**King 4687**

**YORK BROTHERS**

**TIGHT WAD**

**KENTUCKY**

**King 1299**

**ALL RECORDS AVAILABLE ON 45 RPM**

**THE INK SPOTS**

**CHANGING PARTNERS**

**STRANGER IN PARADISE**

**King 1304**

**LULA REED**

**WATCH DOG**

**YOUR KEY DON'T FIT IT NO MORE**

**King 4688**

**DISTRIBUTED BY**

**RECORDS AVAILABLE IN CANADA ON QUALITY—RECORDS**
THE CASH BOX

POPULAR:

ARTIE SHAW — In The Blue Room. In The Cafe Rouge — RCA Victor LPT-6000 (2-12” LP) List: $8.95

"BY REVERE, SIMON, BLUE, NONSTOP FLIGHT, THE OLD STANDING GROUND; BEGIN THE SEQUENCE, NIGHTMARE, IN THE MOOD; THE CHANT, TOGETHER, STANDFAST! JEEPERS CREEPERS, THE CARSCA. EVERYTHING IS IN JUMPIN’ I’M SORRY FOR MYSELF, AT SUNCRON, MARIA MY OWN, I’VE GOT MY EYE ON YOU, SWEET SUE, EL RANCHERO GRANDE, MY BLUE HEAVEN, MOONBEAT, DISGA-DIGA DOO, MAN FROM RAY, ST. LOUIS SUITE." 

RCA Victors hit the record market with another collector's item that could be a complete sell out. It's a great package of some of the most sensational instrumental numbers that made the Artie Shaw orchestra the great aggregation that it was in the late thirties and early forties. Many of the items in this album were never before recorded by the Shaw band. This should serve as a major factor in catching sales. And the embossed cover is a tremendous eye-catcher. 

With the Glenn Miller "Limited Edition" album giving the dealer an advance line as to what this package can do, we expect the Shaw edition to really create a din in album sales. All of the renditions are from the late thirties when the Shaw band was at its peak.

JACKIE GLEASON — "Jackie Gleason Presents Tawny" — Capitol H471 (10” LP) List: $15.00


Some months ago, on the Jackie Gleason TV show, a modern-interpretive ballet was staged to music composed by Gleason. It was a fabulous production that took up about half the time of the show. Immediately after the show, TV critics and the public raved about the music and dancing and produced an immediate demand for the recording of the ballet's score. This is it! We think it will follow in the footsteps of the three other Gleason album hits. On the flip side of the album, The Gleason orch glides through a number of standards in a lush and romantic fashion with Bobby Hackett again on the trumpet. Dealers know the strength of Gleason's works. Don't let this one slip by.

THE EDDIE CANTOR STORY — Songs by Eddie Cantor from the original sound track of the Warner Bros. Production -- Ray Heindorf Orch. — Capitol L467 (10” LP) List: $4.00

"IF YOU KNEW SUSIE; MAGGIE; IDA! SWEET AS APPLE CIDER; I'M HAVING EYES AT MARY; TOPPING A CAR; PLEASE NO TEAR; ON THE HOUSE; YOU MIGHT AS WELL TELL ME WHEN I'M THE PRESIDENT; ONE HOUR WITH YOU; HOW YA, GONNA KEEP EM DOWN ON THIS AIN'T A NICE, PRETTY BAR! YOU DON'T HAVE TO BE A NICE, PRETTY BAR! YES SIR, THAT'S MY BABY, NOW'S THE TIME TO FALL IN LOVE, ROW, ROW, ROW;

With "The Eddie Cantor Story" coming into the movie theaters throughout the country, dealers should not miss the opportunity for a potpourri of hits to help sell this fabulous collection of Cantor greats. Each number in the album is a collector's item. It's a natural for the sentimentalists. Adults won't be able to resist this package. Could be one of the big ones of the year.

FRANK SINATRA — Songs For Young Lovers — Nelson Riddle Orch. — Capitol H488 (10” LP) List: $5.00

VIOLETS FOR YOUR FURS; MY FUNNY VALENTINE; THE GIRL NEXT DOOR; A FOGGY DAY; THE EIGHTH WONDER; I'VE GOTTEN IN LOVE, I CAN'T KICK OUT OF YOU; LITTLE GIRL BLUES; THEY CAN'T TAKE THAT AWAY FROM ME.

"The Voice," Frank Sinatra, still one of the favorites of the younger set, sends up a group of beautiful standards in his individual and inviting manner. With Sinatra's popularity currently so high, this item should enjoy a healthy sale. Great listening material.

JOHNNIE RAY — "Johhny Ray's Greatest" — Epic EG-7021 (EP) List: $1.47

CRY, THE LITTLE WHITE CLOUD THAT CRIED; TELL THE LADY I SAW GOODBYE, WHISKEY AND GIN;

Four of Johnnie Ray's first and greatest numbers are joined in this little package that should enjoy a huge sale. All of these are firm favorites of the Ray fans. "Cry" was the biggest record of 1952 and "Little White Cloud That Cried" was another #1 disk.

LIBBY HOLMAN — "Libby Holman Sings" — MB 101 (10” LP) — List: $3.85

SOMETHING TO REMEMBER YOU BY; CAN'T WE BE FRIENDS; BODY AND SOUL; MOANIN' LOW; MORE THAN YOU KNOW; ALL I WANT; LOVE FOR SALE; THERE Ain't NO SWEET MAN WORTH THE SALT OF MY TEARS;

Libby Holman, the great song stylist of the '30s, offers her unique touch to a collection of some great standards, four of which she made classics. Her fans are sure to jump at the opportunity of getting these items.

BACKGROUND MUSIC — Vol. 5 & Vol. 6 — Capital P 489 — (12” LP) List: $5.75

Vol. 5 "SWEET AND SENTIMENTAL—SWEET AND LOVELY; MAKE BELIEVE; MISSOURI WALTZ; MSC. OF MY HEART; SEALED; MOONLIGHT AND ROSES; I'LL CRY FOR YOU; SONG; POOR BUTTERFLY;

Vol. 6 "SONGS FOR MASHERING"—BY THE LIGHT OF THE SILVERY MOON; DOWN BY THE OLD MILL STREAM; HOME ON THE RANGE; I'VE BEEN WORKING ON THE RAILROAD; IT'S FOREVER SLOWING DOWN; THERE'S A LONG, LONG TRAIL; I LOVE YOU TRULY; GOOD NIGHT MELODY;

The fifth and sixth volumes in a series of background music albums are joined on this twelve inch record. On one side the orchestra melts through a group of sweet and tender selections that make perfect listening. On the other end the orchestra presents a soft fashioning of some all time hits. This variety to these are very popular; a feature which should attract group singing. Both docks are tailor made for the hostess who throws parties.

JAZZ:

TEDDY WILSON — EDDIE HEYWOOD — "Pianorama" — MGM E3093 (12” LP) List: $4.85

REVERIE; STRANGE INTERLUDE; ALL OF ME; LONG AGO (AND FAR AWAY); WHY SHOULDN'T I; SUNNY MORNING; HALLELUJAH;

Heywood's "Periods," It's Easy To Remember, Stormy Weather, Memories of You, Choo-Choo Choo Choo

GMM pairs two of the leading jazz pianists on one disk which should prove a natural for the hostess. Teddy's flying fingers provide an intriguing side as does the utterly relaxing style of Eddie Heywood. Jazz buyers have the excellent opportunity to contrast the techniques of the two artists.

"It's What's in THE CASH BOX That Counts"
NEW YORK:

The Glenn Miller kick that every disk jockey is on currently should do more than trickle off the radio disk jockey'sism, and with good reason. The newest sensation looks like it will be Lou Monte's "Dartmouth Strutter's Ball." The disk, issued by RCA Victor, has taken off like a ball and may zoom all the way to the top in a very short time. Pete Dorelone has resigned as Decca's publicity man, and the Hilltoppers have reached the Hall of Fame. Their waxing of "I Feel Like I Love You" has just hit the million mark and they will be presented with a gold record. The boys and Randy Wood, president of Decca, should be very proud of their achievement. Andy Griffith, whose "What It Was Was Football" brought him to the public's notice, is currently playing the Blue Angel. A disk that's getting plenty of promotion is "Nu, Nu, Nu" on the Eureka label. It's being distributed by Jerry Blake's Cosmos firm. Roger Coleman is being set for appearances all along the Statler chain. Dick Gerhak, back from a tour promoting latest Bob Manning disk, has named national sales promotion manager for Original Records. Arthur and Martin Pine are looking for new unpublished songs for their artists Betty Maddigan and Bob Stewart to record. Saul Borsine has appointed Bob Sadoff as professional manager of ABC Music. Abe Fineburg has booked Richard Hayman for the Rhodes Ballroom in Chicago. In Feb. 19, Fineburg is also lining up other wax stars for future dates.

CHICAGO:

Hats off to Frankie Masters for his very marvelous conducting of the Children's Matinée at the Boulevard Room of the Conrad Hilton. This past Sunday was the very first time we'd seen Frankie in this work (we call it a task because anyone wanting to control a gang of 5, 6, 7, and younger and older children in a talent contest has our sincere sympathies), but Frankie handled the job so very well, we're still beaming all the praise we can on this ever-young ork pilot for his beautiful and marvelous management of an extremely delicate and difficult task. A long talk with George Shoester revealed that the boy had worked his way up to liner buyer by the Sodor dept. store in Philly, and that he sang for the first time at Harold Farr's "Smart Spot" in Hadlenfield, N. J., where he was paid $20 for the job. This so amazed him (that someone would pay him for singing) that he then and there decided to start his career. Today George Shoester is known as George Shaw. "And," says he, "I sing 18 hours a day and love it." George's latest is, "All We Are One," on Decca. Big event of the past week was the story of Label "X" as told by Joe Delaney, Jimmy Hilliard and Bill Darnell in their suite at the Ambassador East. It was announced that Milt Gabelman and Len Garmissa (M. S. District) would handle Label "X" here along with the new firm's R&B label "Groove." "Groove," by the way, one of RCA-Victor's older labels, and now brought back by the Label "X" boys. We reminisced with Joe Delaney. Back to the time when he was The Cash Box's New Orleans correspondent. Joe put himself through school (in 2 years, yet) while correspondent for this publication. Never knew little Hobie Keasler could write until his secret's took sick and Hobie sent us a letter wrote by his very own hand. We love you, too, Hobie.

Met that galloping, rooting-ootoot-tooting cowboy, Wild Bill Hickock (Guy Madison), at Howard Miller's big Friday nite TV network show. Howard had the biggest set of stars and kept the show moving at a terrific pace. Terrific handling of a great show called "The Jockey Jamboree" at The Fair store (Sat. 1/28) by Wind's Jay Trumpeter, who featured Bill Darnell, George Leonard, Mike McVay, Edie, Rosie Groco and Billy Bailey, for a teen's fashions.

LOS ANGELES:

Hollywood nite life hit all time high with the top entertainment that is now provided along the strip. Nat "King" Cole opened at Ciro's on Jan. 22 with a packed audience and has enjoyed full house every night since. Eartha Kitt returned again to the Mocambo where she met with the same success, and she's enjoyed on her first tour last November. She also stars in the "New Faces of 1952" show at the Biltmore. George Sherlock, promotional manager for Decca Distributing Corp., is all excited over their new Glenn Miller Album from the sound track of the Universal International picture. Eight of the original musicians from the Miller band are featured on these famous arrangements. George advises that all the tunes from the album are available on 78 RPM and will be sold as singles for the convenience of the operators. Capitol's newest pacote Tommy Leonetti is out with two brand new sides called "And I Still Love You" and "I'm Available." The Capitol staff are anxiously watching "Available." Lyrics were written by Bill Olofson who works in the publicity department. Music was furnished by Nelson Riddle, conductor-arranger for Capitol. After a successful engagement at Wilbur Clark's Desert Inn in Las Vegas Frankie Laine comes back to Hollywood for a much needed vacation for a week's stint at the Fairmount Hotel. Frankie's brother Sam Laine has now gone into the record promotion field and has opened up offices in Sherman Oaks. Decca recording artist Jeri Southern continues her nifty appearances at the Keyboard Supper Club in Beverly Hills. Julian LaRoca reported from Hollywood and Paramount Pictures for his first movie titled "Here We Go Again." He will co-star with Bob Waterfield in the world premiere at Ciro's on February 26th. The George Shearing Quintet with the Just Jazz All Stars start their West Coast tour with a concert at the Embassy Club on Feb. 6th. They will then leave for San Diego and on through Riverside, San Francisco, Eugene, Portland, Seattle winding up the tour in Vancouver on Feb. 19th. These concerts are sponsored by KLAC deejay Gene Norman.

THE CASH BOX, Music  Page 13  February 6, 1954

9 HIT SONGS ON 1 RECORD -
A SALUTE TO
"THE GLENN MILLER STORY"

sung by

The Modernaires

- MOONLIGHT SERENADE
- CHATTANOOGA CHOO CHOO
- STRING OF PEARLS
- KALAMAZOO
- AT LAST
- ELMER'S TUNE
- SERENADE IN BLU
- MOONLIGHT COCKTAIL

Coral # 61110 and 9-61110

"Sleeper of the Week" THE CASH BOX
"Hit Parade Possibility" MUSIC GUILD
"Star Selection" STAR TITLE STRIP CO.
"Hit of the Week" HIRSH COIN MACHINE CORP.
"This Week's Best Buy" BILLBOARD

CORNAL RECORDS
America's Fastest Growing Record Company
Maurice Jackson
WVKO—Columbus, O.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Sherrell)
3. Russ To Riches (T. Bennett)
4. Changing Partners (F. Page)
5. Answer Me, My Love (T. Bennett)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Georgia Gibbs)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Al Jarvis
KFBA—Wichita Falls, Texas
1. Stranger In Paradise (F. Page)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. My Curly Handed Ballad (Felicia Sanders)

Jack White
KBOI—Boulder, Colo.
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. The Jones Boy (Mills Bros.)

Leigh Kamman
WBYX—Wayne, Penn.
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. Secret Love (Dean Martin)

Arty Kay
WLS—Chicago, Ill.
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. Secret Love (Dean Martin)

Maurice Jackson
WTKY—Youngstown, Ohio
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. My Curly Handed Ballad (Felicia Sanders)

John Leban
WCAL—Cleveland, Ohio
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. My Curly Handed Ballad (Felicia Sanders)

Ray Perkins
WKBV—Cleveland, Ohio
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. My Curly Handed Ballad (Felicia Sanders)

Bill Stell
WBYX—Waterbury, Conn.
1. Stranger In Paradise (4 Acres)
2. Russ To Riches (T. Bennett)
3. Changing Partners (F. Page)
4. Answer Me, My Love (T. Bennett)
5. That's Amore (Dean Martin)
6. Heart Of My Heart (Georgia Gibbs)
7. You Are My Sunshine (Eddie Cantor & Helen Forrest)
8. Make Love To Me (Stafford)
9. That's Amore (Dean Martin)
10. My Curly Handed Ballad (Felicia Sanders)

Garth Whiting
WNJ—Newark, N. J.
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Gary Lester
WVXP—Canton, Ohio
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Murray Jordan
WLCB—Nashville, Tenn.
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Cal Milner
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Gene Whitter
WJZC—Cincinnati, Ohio
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Tiny Markle
WAVH—New Haven, Conn.
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

Brad Phillips
WINS—New York, N. Y.
1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Heart Of My Heart (Bennett)
4. Russ To Riches (T. Bennett)
5. Changing Partners (F. Page)
6. That's Amore (Dean Martin)
7. Heart Of My Heart (Bennett)
8. You Are My Sunshine (Eddie Cantor & Helen Forrest)
9. That's Amore (Dean Martin)
10. Make Love To Me (Stafford)

"It's What's In The CASH BOX That Counts"
Music

22.1 45)—— 50.5 6.8 Blue FERRER DALE Love

Jan 23.4 7.1 Love 1954 Page

Company's recognition

The Jimmy Stewart, has tied in with The Box Cash "A Day Of Times For The March Of Times" campaign, as can be seen in the photo at left.

Chicago—Leaving Joe Delaney and Bill Durkel to continue on to Seattle and the northwest with the Label "X" safari, Jimmy and Virginia Hilliard flew back here this past week to celebrate their 25th wedding anniversary in their home town, Thursday, January 28, at the Ivanhoe Restaurant with their families and friends.

After the Silver Wedding Anniversary celebration, they flew to Seattle to catch up with the Label "X" troupe.

2—Oh, My Papa

115.6 140.0

BE-1019 (45-1094)
J. CARROLL & L. CLARK Off Shore

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

5—Heart Of My Heart

33.1 45.8

CA-2550 (F-2550)
JERRY SHARD Shangri-La

CO-4037 (45-4037)
LES ELLIGAR
Communications

FI-20-06—
HERMANO, JR. Olga, Mamma

ME-7028 (1926945)
ELMA LANE South Of The Border

6—Woman

30.0 35.8

CO-40144 (45-40144)
J. FERRIS & E. CLOONEY

DE-2983 (9-2983)
THE GAYLORDS Stolen Moments

7—Rags To Riches

30.0 35.8

BE-1019 (45-1094)
RUSSELL ROMERO Off Shore

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

8—From The Vine

17.5 11.2

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

9—Secret Love

50.0 55.8

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

10—To We Two

25.0 20.5

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

11—The Jones Boy

12.1 13.4

CA-2674 (F-2936)
SAY ANTHONY O. Off Shore

CO-4034 (45-4034)
HARRY PAUL, PAUL WESTON Serenade

CR-1131 (F-2503)
R. WOOT., TAYA W. & DEWALLE Mill, Papa

DE-2964 (9-29644)
RUS MORGAN Go Man Go Polka

ES-336 (47-336)
SHERM LAWSON Mystery Street

FI-20-06—
HUMBERTO MORENO, JR. Olga, Mamma

KI-1034 (45-1034)
INK SPOTS Dancing Partner

ME-7029 (1926943)
OH, RUSSEL ROMERO Off Shore

The Jimmy Stewart and Peter Potter Awarded AMI's Gold Coin

MIAMI, FLA.—At the recent World Premiere of "The Glenn Miller Story" in Miami, Florida, Bob Norman, manager of Southern Music Distributing Company's office, is shown presenting the star of the movie, Jimmy Stewart with AMI's Gold Coin Award. This is the first in a series of Gold Coin Awards to artists and prominent personalities. The coin is inscribed as follows: "The Golden Coin is awarded to Jimmy Stewart for this artist's recognition of the joke box as a worthy entertainment medium."
Chicago Hears Plans of "X" Label. Local Distrib Named. "X" Trio Continues Tour To Northwest

CHICAGO—Speculation which was rife here for some months regarding RCA-Victor's new label "X" came to an end this past weekend, Thursday, Saturday and Sunday, January 22, 23 and 24, when the "X" trio, Joe Delayan, Jimmy Hilliard and Bill Darrel, arrived to give the music field here complete information regarding the label "X" as well as their new "Groove" R&B label.

Beginning with Friday evening, the large suite of the trio at the Ambassador East Hotel was crowded with representatives of the trade press, as well as disk jockeys, juke box operators, and everyone interested in the recording field.

Delayan, who is in charge of sales for the new label, reported, "This is the beginning of a tour which will carry us to the Northwest. We plan to be in Milwaukee on Saturday morning and in Minneapolis on Sunday evening. From there we go to Seattle."

With Jimmy Hilliard, who is in charge of recording, and Bill Darrel, whose disk, "For You" backed with "That's The Way Love Goes", was the first to be heard on the new label here, Joe Delayan explained that the purpose of the firm was to bring the industry an outstanding series of records which would soon be heard to the top.

While here, Delayan reported the appointment of M. S. Distributing Company, Milt Saidoff and Leonard Gamblin, as distributors for Label "X" and also their R&B label, "Groove", in this area.

Bill Darrel appeared on the Howard Miller NBC-TV network show Friday evening and his first recording on label "X" was played over the air to the 55 cities listing in to the Miller program.

Sweet Singer

The New Smash
THE JOHNSTON BROTHERS
"CRYSTAL BALL"
by
"THE CREEP"
(Vocal) London 1423; 45-1423

London

SMASH HIT!
From the Columbia Technicolor Picture
"MISS SADIE THOMPSON"

The Golden Voice

MARTIN WALKER
sings
"Sunday Story"
and
"Window In Heaven"

Comm 134

A few choice territories still available for key distributors.

Cammarota Pub. Co.
234 Patterson Ave.
East Rutherford, N. J.
Marlo Feted On 70th Birthday

NEW YORK—One of the greatest gatherings of music men ever assembled under one roof paid tribute to George Marlo last Sunday, January 24 at Toots Shor’s on the occasion of his 70th birthday. The guests who attended made up a who’s who of the music and recording industry. There were record company officials, top men of BMI and ASCAP, writers, and a host of bandleaders including Glen Gray, who came down from Massachusetts to attend, Russ Morgan, Frank DeVol, Hugo Winterhalter, Dewey Bergman, Tommy and Jimmy Dorsey, Richard Himber and Henri Rene. Wires were received from Guy Lombardo and Paul Whiteman.

The evening contained so many highlights, it would be hard to mention them all but Tommy Dorsey stole the show with his great piece of emceeing. His “proper” language for the occasion had them in the aisles. And Marlo’s recounting of stories about The Duchesse and Paul Whiteman was priceless.

Marlo holds the job of public relations head of the songwriters division at BMI.

The payoff was the fact that the committee, comprised of Harry Link, Cork O’Keefe, Mickey Addy, the Dorsey Brothers, Mack Goldman, Jack Johnstone, Bob Miller and Rocco Vocco, who had been working on the dinner for some weeks, kept it a secret and it really turned out to be a surprise.

An RCA Victor 20 inch TV set was given to Marlo as a gift.

Kohn Leaves Joy; Geller Named To Post

NEW YORK, N.Y.—Roy Kohn, contact man with Joy Music Publishing since 1947, left the company this week to form his own music publishing firm. Kohn will be replaced by Harvey Geller, formerly national promotion manager for London Records.

Roy Kohn is being joined by his brother Al in the publishing company, which will be a BMI affiliate. Their first tune, “What Good Is Somebody New” will soon be released by Bobby Wayne on Mercury Records.

Geller will handle national promotion for Joy Music through radio stations and will also contact some of the record labels. He will continue to program the Gallagher and O’Brien WMCA shows.

Geller formerly was with Martin Block, was a salesman with London, and started his record career by working behind the counter at the Commodore Music Shop.

Victor Acquires Belle Disk

NEW YORK, N.Y.—Joe Carlton, a & r head of RCA Victor, announced this week that the diskery is taking over all Belle Record titles “This Is Why I Love You” by Rosemary Belan.

At the same time, Paxton Music worked out a deal for publishing rights with John Zappone, the writer of the tune and owner of the Belle Record Company of Derry, Pa.

The release of the Victor platter is scheduled for the second week in February.

Adler, Ross Do New Musical

NEW YORK—Dick Adler and Jerry Ross have been signed to do the score of “The Pajama Game”, the new musical which George Abbott is producing and which goes into rehearsal March 8. The book is being adapted from the novel “7½ Cents”. The music will be published by Frank Music, Frank Loesser’s firm. As yet no album commitments have been made.

Adler and Ross wrote the score for “Almanac” and are the authors of the hit tune “Rags To Riches”.

Introducing—AVALON Records

The progressive label with popular appeal

FIRST RELEASE

“FOUR BROTHERS”

Written and performed by

JON HENDRICKS

Featuring Dave Lambert and Singers with Teacho Witherspoon’s Orchestra

AVALON 3265

* * * *

“Likely to titillate you” —Downbeat

NEW YORK—Some of the personalities who turned out to honor George Marlo on his 70th birthday are pictured above.

Left Column:
1) Bob Miller, Jack Johnston, Harry Link, Jean Geisinger, Abe Olman, Buddy Morris
2) George Marlo, Tommy Dorsey, Mickey Addy
3) An assemblage of all the bandleaders present
4) George Marlo, Cork O’Keefe, Tommy Dorsey
5) Bob Austin, Tommy Dorsey, Glen Gray

Right Column:
6) Harry Link, Carl Haverlin, George Marlo
7) Sidney Kaye, George Marlo, Carl Haverlin, Bob Burton

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
The Cash Box, Music

Page 19  February 6, 1954

First Copy

MIRIAM SPIER
49 W. 52 St. (EL 5-1941) N.Y.

THE DIXXY SISTERS
Original Records
Great Pop-Country Release

SINGING

"THE GAME OF BROKEN HEARTS"

b/w

"SPIN THE BOTTLE POLKA"

Original Record Z 502

110 Borgen Pk., Little Ferry, N.J.
(Phones: Diamond 3-6066; 3-7571)

ANOTHER "PIN-UP" HIT

WOMAN

Recorded by
JOSE FERRER-ROSEMARY CLOONEY
Columbia
JOHNNY DESMOND-Carl
GUY LOMBARDO-Dicko
Published by
STUDIO MUSIC CO.

Charming

ELISE RHODES
"YES, YES, YES"

b/w

"DO YOU REMEMBER ME"

MOOD 1005

74 Prospect St.
UN. 4-2200
Cambridge, Mass.

The New Dance Sensation

THE CREEP

MILLER MUSIC CORPORATION

Flair Records Issues
1st Pop Release

BEVERLY HILLS, CALIF.—Joe Bhari, Flair Records head, this city, announced this past week that he will now handle POP releases along with his rhythm and blues line.

He is kicking off this new program with a Japanese tune that has already become a hit in the Orient called "Sawamara (Let's Say Goodbye)". This number was written by two GI's in Korea—Tom Oliver and Sam Sage—and features a new singing group called the Squires.

On the flip side The Squires perform 'a great one take by one number which could make them strong sellers. Several other labels are expected to cover.

New York—Manie Sacks, vice-president and general manager of RCA Victor Records, presents Mrs. Helen Miller, widow of famed distributor Glenn Miller, with the first copies of Victor's new Glenn Miller movie album which features eight selections from the film, "The Glenn Miller Story."

Eastern Expands Distributing Facilities

NEWARK, N.Y.—Nick Crettelli has joined the firm of Eastern Sales Company, record distributing firm, this city, as a partner, according to John Bilotta.

Crettelli will act as executive manager, while Len Levy, sales manager of the firm, will continue in his present position.

Newark, N.Y.—The Cottone Distributing Company, Philadelphia, has acquired the New Jersey operations of the Elvis Presley operations in the area.

Bennett Into Copa As Star 4th

NEW YORK — Jules Podell's change-of-pace booking brings ballad- deer Tony Bennett into the Copacabana on February 4th, following the comedy duo, Martin and Lewis.

Although the booking was made months ago, the perfect timing can be seen from the popularity of Bennett's two current hits "Rags To Riches" and "Stranger In Paradise". The former recently won him his third gold record for topping the million-in-sales figure.

This will mark the first time that Bennett will appear in the nightclub in the headline slot. A previous appearance had him in the role of "supporting artist."

Deep In Thought

HOLLYWOOD—Nelson Riddle, the orchestra leader, and Lee Gillette, west coast A&R head for Capitol Records, look over Bob Manning's shoulders as he studies the lead sheet for one of the songs on his last session. Manning was on the west coast to appear at the Tournament of Roses.

"It's What's in THE CASH BOX That Counts"
Ford Holds 1st National Fan Club Convention

New York, N. Y.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. Ebb Tide (Frank Chacksfield)

1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. Ebb Tide (Frank Chacksfield)

Cleveland, Ohio
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. Secret Love (Doris Day)

Cincinnati, Ohio
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. Ebb Tide (Frank Chacksfield)

Los Angeles, Calif.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Martin)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. You Alone (Perry Como)

Dallas, Tex.
1. Stranger In Paradise (Bennett-Martin)
2. That's Amore (Dean Martin)
3. Changing Partners (P. Page)
4. Rags To Riches (Torry Bennett)
5. Heart Of My Heart (Torry Bennett)
6. Secret Love (Doris Day)
7. Ebb Tide (Frank Chacksfield)
8. Y'All Come (Blind Cisy)

Seattle, Wash.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Secret Love (Doris Day)
8. Ebb Tide (Frank Chacksfield)
9. Heart Of My Heart (4 Aces)
10. Secret Love (Doris Day)

Richmond, Va.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Secret Love (Doris Day)
8. Ebb Tide (Frank Chacksfield)
9. Heart Of My Heart (4 Aces)
10. Secret Love (Doris Day)

Detroit, Mich.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Secret Love (Doris Day)
8. Ebb Tide (Frank Chacksfield)
9. Heart Of My Heart (4 Aces)
10. Secret Love (Doris Day)

New Orleans, La.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Martin)
3. Changing Partners (P. Page)
4. Rags To Riches (Torry Bennett)
5. Heart Of My Heart (Torry Bennett)
6. Secret Love (Doris Day)
7. Ebb Tide (Frank Chacksfield)
8. Make Me Love You (Gaylord)
9. Strings Of My Heart (Gaylord)

Washington, D. C.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Martin)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Secret Love (Doris Day)
8. Ebb Tide (Frank Chacksfield)
9. Till We Two Are One (Gaylord)

San Francisco, Calif.
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (Bennett-Four Aces-Tony Bennett)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Rags To Riches (Torry Bennett)
6. Heart Of My Heart (Torry Bennett)
7. Tell Me (Hilltoppers)
8. Make Me Love You (Gaylord)
9. Till We Two Are One (Gaylord)
10. Ebb Tide (Frank Chacksfield)

New York—Future recordings of RCA Victor artists will be pressed and distributed under the RCA label in Belgium, France and Holland by three companies newly established for this purpose. The companies will be headed by E. W. Pelgrims de Bigard of Brussels, who has had wide record experience in Europe.

According to Mende Brunet, vice president of RCA and managing director of RCA International Division, Recordings by French Belgian and Dutch artists will also be made in these countries and will be available for release on the RCA Victor label in the United States and in the other American and European countries in which RCA Victor recordings are issued.

The three newly organized companies are: AREA (Les Applications et Realisations Electroniques et Acoustiques, S.A.), in France; DISEL (Diagens et Electroniques, S.A.), in Belgium; and DURECO (Dutch Record Co., N. V.), in Holland.

"These new agreements in Europe make possible a greater inter-country flow of recorded music, as well as the enrichment of our repertoire around the world," Mr. Brunet said.

Affiliates of the Gramophone Company in France, Belgium and Holland will continue to manufacture and distribute many of the existing RCA Victor recordings in those countries.

Many artists from all labels appeared on stage to address the numerous fans clubs that were represented. Among the artists that were present were Les Paul and Mary Ford, Johnnie Ray, Betsy Draper, Charlie Applewhite, Alan Dale, Wendy Way, Dean Parker and David Hughes—the latter, a recent arrival from England where he is a star on BBC. Marion and Jimmy McPartland's trio entertained the youngsters with their unique jazz arrangements between introductions of the various artists. Ray, Applewhite and Hughes entertained the audience with vocals, assisted by the McPartland trio. The more than 350 teen-age fans who attended were from New York, and nearby New Jersey.

Included in the schedule was the picking of a teen-ager as "Miss Typical American Fan." The honor went to 14½-year-old Sheila Herman of Brooklyn.

The convention was stage managed by Buddy Basch.

Representing the Audivox label was Leonard Wolf (pictured with Ford) who assisted Art Ford in the coordination of the program in general. Dorothy Collins and Raymond Scott, of Audivox, sincerely regretted not being able to attend as they were actively engaged in their regular Saturday rehearsal for "Your Hit Parade" during the time the Convention was in progress.

The general feeling of all present was that the 1st National Fan Club Convention was a real success, and Art Ford plans to enlarge the scope of future conventions to include many more members.

Cash Box Big Beat
Two New Originals
Raymond Scott Orchestra
"HIGHLAND SWING"

Robert Maxwell and His Music
"SOLFEGGIO"

"The Doll Dance"

An infectious Scott-Ike piece

The Greatest Jazz Experiences Ever!
THE CASH BOX CANADIAN READERS

Folk and Country music continues to gain in popularity in this part of the country. Latest convert is the Famous Door. This Yonge Street spot has booked the Three Range Riders as its current attraction. Vocalist-accordianist, Ray Crabbe, will join the Trio with the Range Riders. They were formerly with Eddie Meller's Rustic Ramblers.

Jimmy Amaro and his Orchestra with Virginia Lee doing the vocals, being held over to provide the dance music for the L'Esquintle. John Leander and a group of guitar players accompany the dancers. An unusual feature of the new band is the order of the day; the brass Rail has handed a renewal to Tex "Talking Blue" Bloyo and his Sage Dusters (Giovato Records) who have been clicking strongly at this upper Yonge night spot . . . A happy addition to the local scene is Vancouver's Beth Gilders, who is in town on TV assignments . . . Very few locals knew it till now; the CBC's producer-composer, Jackie Rae was a polio victim this season. Without fanfare or publicity, Jackie took himself on a recuperation trail in the Laurentians, north of Montreal. One of his few visitors was Coral's star vocalist, Johnny Desmond, a war-time buddy, who took time off from his Montreal theatre date to visit Jackie. Sure must be something to that "Old Soldiers Never Die!" routine because Jackie just as quietly got back in harness, fully recovered, at the CBC and doing the best job of his career.

Decca-Coral has hired Virginia Lee, the Dallas girl who recently attended the BMI's annual convention in New York. We'll see more of Virginia Lee here, certainly sounds like a good idea to this column and we'll be happy to cooperate.

HALIFAX: COASTING

Halifax has recently seen the scene of two events that brought a heavy turn out to the Canadian Association of Radio Television Broadcasters held a two-day directors' meeting here which was attended by the following: Jack Davidson, Northern Broadcasting; Gerry Goetz, Gatr, CJCA, Edmonton, Alta.; D. Malcolm Neill, General Manager, CFBN, Fredericton, N.B.; William Rea, Manager, CKWX, New Westminster, B.C.; F. H. (Tiny) Elphicke, Vice-President & General Manager, CKWX & CKFX, Vancouver; E. S. de Forest, President & General Manager, CJAD, Montreal, P.Q.; Baxter Richar, CHNO, Scarborough; E. F. McLean, North Station Mgr., Manager CCHX, Halifax, N.S.; R. A. Adair, Vice-President, CARTB. Following on the heels of the CARTB Directors' Meeting was the annual Convention of the Atlantic Association of Broadcasters which, in spite of the weather and adverse flying conditions, pulled a very heavy attendance.

The newly elected AAB officials are: President—Fred A. Lynx, Managing Director, Station CNX, Moncton, N.B.; Vice-President—Gerald & Redmond, Managing Director, Station CCHS & CHNX, Halifax, N.S.; Treasurer—J. Arthur Manning, Managing Director, Station CKCL, Truro, N.S.; and Secretary—John F. Hirtle, Managing Director, Station CKBY, Barrie, Ont. The next gathering of the Maritime Broadcasters will be in Amherst, N.S. at the Fort Cumberland Hotel on June 14th, when the annual BMI Canada Program Clinic will take place . . . Rumors are rife that a new independent record company will be located in Nova Scotia, recording some of the outstanding folk talent working in this part of the country. Sounds like a logical move for one that could merit a lot of support in the Maritime Provinces, where the folk tunes are always prime favorites.

MONTREAL MEMOS

Yma Sumaue and her Inca Tabay group playing one night stand at Her Majesty's February the 8th . . . Red Roberts, Decca Sales Manager off on a fast selling trip to Pointe Claire . . . The Four Aces currently at the Seville Theatre and doing their usual very fine business . . . Lionel Hampton follows them into the theatre on February the 11th . . . The Chappell Company's new song gal breaking it up at the Esquire Show Bar . . . Bob Chlissent, general manager of The Compo Company changes his plans again, ordering out six of the top fifteen current hits from the Decca-Coral catalogs . . . Ruby Fos's new hit has been given a postponement on this engagement so that he can fill a current movie commitment . . . Ruby Fos will be at the Ontario to close the local circuit. Hal Stubbs, program director at radio station CKVL, should be a proud papa of a bouncing new son, Bob Rossen, Seeco and Dawn Records, entertained Ernest Pollock of Elite Records, Montreal, when Pollock visited New York.

THE CASH BOX

Coral Increases Coverage

NEW YORK—Effective February 1, 1954, Decca factory branches in Atlanta, New Orleans and Richmond, Va., and Decca Distributors in Birmingham, Miami, Memphis and Oklahoma City, will distribute Coral and Brunswick records in addition to the Decca line. The territory now being serviced by the Coral Atlanta Branch will be covered by three offices: Atlanta, Birmingham and Miami. This new arrangement will give Coral a total of 36 outlets.

Camms Releases "Sunday Story"

NEW YORK—Camms Records announced the release of "Sunday Story" sung by Martin Walker. The record will be available for distributors this week.

Martin Walker had made two personal TV shots on the Buster Crabbe program and in the record was several telephone calls to Crabbe from local churches asking where the record could be obtained. Crabbe relayed these requests to Mr. Cammotttatta, Camm Records proxy, who set up the session, arranging for choral and instrumental backing.

NEW YORK—In an unprecedented procedure, Chappell this week was forced to change the title of the song, "Johnny Guitar" to "My Restless Lover" because Republic Pictures threatened litigation over the use of the title. Republic is currently making a film with that name starring Joan Crawford and it is the motion picture company's contention that if the song were published under the title "Johnny Guitar", the value of the forthcoming film would be lessened.

This view was considered incredible in music circles since the promotion and sales of a record which is derived from the constant plugging of the title is considered to be invaluable. Leading men in the music business estimated that such promotion could not be bought for hundreds of thousands of dollars, especially since there's a top record on the song, that of Patti Page on the Mercury label.

It is probably the first time that a song has had to have its title changed through threat of litigation after it has been published and recorded.

The tune was acquired by Chappell from the composer Penn Davenport last October. Davenport had exhibited to Chappell copies of written communications purporting to come from Joan Crawford and authorizing the release of the song under the title "Johnny Guitar" but Republic claimed that Joan Crawford had no interest in the picture other than as an actress and served notice upon Chappell and Mercury of its claim that the use of the title violated the motion picture rights which Republic owned in the Roy Chansler novel of the same name. Chappell and Republic have entered into a settlement of the latter's claim through an agreement which obligates Chappell to change to title of its song from "Johnny Guitar" to "My Restless Lover" and to take certain steps to further dissociate the song from the motion picture. Although the lyric of the song remains the name "Johnny Guitar" many times, no change of any kind in the lyric will be made. The only change is in the title. Mercury is cooperating and is changing the label on its record.

Blaine Girl Engaged

NEW YORK—The Jerry Blaines have just announced the engagement of the second of their twin girls, Florence, to Irvin Linabeth. She attends Hofra College and he is a rug company executive. The first of the twins was recently engaged to the son of Jack Braverman, a partner in Herald Records.
HOT! HOT! HOT!

No Need To Wonder Why! Zooming to the TOP!

"WONDER WHY"

b/w

"BLUE VALENTINE"

By The Solitaires

# 1000

A New Vocalist
A New Hit . . .

"URSULA'S BLUES"

b/w

"YOU'RE LAUGHING 'CAUSE I'M CRYING"

Vocal By

Ursula Reed

Selling Strong

"LOW DOWN MAN"

Vocal

Gloria Smith

b/w

"MY HEART BELONGS TO ONLY YOU"

Alto Solo

Rudy Powell

Cherokee Conyers Orchestra

# 793

A New Hit By The Group That Made "You Could Be My Love"

"LULLABY OF THE BELLS"

b/w

"LATER LATER BABY"

Vocal By

Five Crowns

# 792

Sold better than 25,000

in Philadelphia

and spreading fast!

"LOLLY POP"

by

OSCAR McLOLLIE

And Orchestra

Modern # 290

Buy the Original

RPM records

USA

in NEW YORK CITY

in CHICAGO

in NEW ORLEANS

The Top Ten Times Noted Harriet's Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

1. MONEY HONEY
   Drifters
   (Atlantic 1006)

2. YOU'RE SO FINE
   Little Walter
   (Checker 770)

3. I'LL BE TRUE
   Faye Adams & Joe Morris
   (Herald 419)

4. EL BAIN
   Joe Turner
   (Atlantic 1014)

5. SAVING MY LOVE
   Joe Turner
   (Atlantic 1004)

6. SOMETHING'S WRONG
   Fats Domino
   (Imperial 5262)

7. WHY DID YOU LEAVE ME
   B. B. King
   (At Pam 295)

8. HONEY HUSH
   Al Jennings
   (Atlantic 1001)

9. THE THINGS THAT I USED TO DO
   Guitar Slim
   (Speckley 482)

10. I HAD A NOTION
    Faye Adams & Joe Morris
    (Herald 417)

Sisters

MONEY HONEY
   Drifters
   (Atlantic 1006)

YOU'RE SO FINE
   Little Walter
   (Checker 770)

I'LL BE TRUE
   Faye Adams & Joe Morris
   (Herald 419)

EL BAIN
   Joe Turner
   (Atlantic 1014)

SAVING MY LOVE
   Joe Turner
   (Atlantic 1004)

SOMETHING'S WRONG
   Fats Domino
   (Imperial 5262)

WHY DID YOU LEAVE ME
   B. B. King
   (At Pam 295)

HONEY HUSH
   Al Jennings
   (Atlantic 1001)

THE THINGS THAT I USED TO DO
   Guitar Slim
   (Speckley 482)

I HAD A NOTION
   Faye Adams & Joe Morris
   (Herald 417)

MAD LOVE
   Andy Williams
   (Checker 786)

"It's What's in THE CASH BOX That Counts"
Prescott And Dary To Lead 2000 Teen-Agers On New York Tour

BOSTON, MASS.—On Saturday January 30th, Norm Prescott and Alan Dary, prominent WORL disk jockeys, were due to take a few thousand teen-agers to New York on a trip called “A Disk Jockey Brings His Listeners to A Weekend In New York To Meet The Stars.” The special trains, coming from Boston, will have music and dancing, and one of the features will be constant exhibitions of the new teen-age dance craze, “The Creep.”

Tied in with this, NBC’s “Your Show Of Shows,” for which the kids have a huge block of seats, will feature the Hamilton Trio in its original satirical interpretation of “The Creep.” Newspaper syndicates and various magazines will cover the event. There will also be a coke and tomato juice cocktail party at the New Yorker Hotel the afternoon of the 30th.

Scheduled to be present at the New Yorker Coke and Cocktail Party are Eddie Fisher, Tony Bennett, Teressa Brewer, Mark Stevens, Richard Hayman, the McGuire Sisters, Richard Hayes and others. A roast beef dinner will follow the party.

On Sunday, the tourists will make the rounds of other shows, seeing New York with the stars, and then return to Boston by midnight. The entire trip, meals included, costs $37.50 per person.

The disk jockeys expected, at most, three or four hundred youngsters to make the trip. But to date, more than 2000 have made reservations.

According to the New York-New Haven Railroad, “it’s turned into the biggest excursion of its kind ever to leave Boston in the history of the railroad.”

Marcus Holds Sessions In California

LOS ANGELES, CALIF.—While on the West Coast, Irv Marcus, national sales representative for Peacock and Duke Records, conducted several new recording sessions.

The numbers waxed were: Jesus Is A Rock In the Weary Land” b/w “Song of Praise” by the Blind Boys; “I’m Gonna Latch On” b/w “You’re Gone From Me” by Marie Adams and “The Woman I Love” b/w “Honey Honey” by Joe Fritz.

Marcus announced that these numbers will be pressed and released here on the West Coast prior to nationwide distribution.

Atlantic Issues 3 E.P.s

NEW YORK—Atlantic Records, this week announced that it is issuing three new E.P.s which brings its total to thirty-three E.P. releases to date.

The new Extended Play disks are “Sylvia Sims Sings,” “Billy Taylor Plays” and “Sidney Bechet Solo.”
Just Released!

**"LOVE ME GIRL"**

The Flairs
Flair Records
No. 1028

Big Ed's
"Superstition"

Checkers 790
Checker RECORD CO.
750 E. 49th St. CHICAGO, ILL.
Music Men At "Miller" Premiere

MIAMI, FLA.—Four musical men pose for the cameras at the premiere of "The Glenn Miller Story," recently, in this city. (l. to r.) Skip Nelson, former featured vocalist with the late Glenn Miller and his band; Ted Bruce, young crooner on the Eagle label; Julian Silver, one of Miami's top dee Jays heard over WMFE; and Eddie Fisher.

SMASH HITS

Wild Breaking all over the nation!!

"EL BAION" b/w "GEE"

"I LOVE YOU SO"

Tico 10-208

R B S

THE CROWS

Ask for the new CROWN's record "CALL THE DOCTOR" Roma 10

220 WEST 42nd STREET

(WI 7-0652)

NEW YORK:

Don Robey, Peacock Records proxy, has been busy cutting sessions the past week. He reports his label's new "Big Joe Turner," Arley "Gumbo Joe," and "Bobby B. held well and Johnny Ace is riding toward another big hit with his "Saving My Life Did You Leave Me This Way." Atlantic Records announced the signing of three new peices of talent to their R&B roster. Out of Philadelphia Atlantic has signed sweet bluesy Al Roberts and the Boo Diddley trio out of New Orleans. The Boooler Singers, spiritual group. The third artist, Rosie Marie Cook, is a songwriter who would drop in at the Atlantic offices and demonstrate her tunes. Atlantic's trio, Ahmed Ertegun, Myiram Abramson and Jesse Stein, have signed Al Roberts and the Boo Diddley trio out of New Orleans. They have signed her to a writer-artist contract. . Bobby Robbin, Red Robin Records, in great spirits these days, has booked two releases. He has also released new singles, one of which is just loaded with sales potential. Jalacy Hawkins does a great job on two decks, "Baptize Me In Wine" and "This Is Gonna Blow Up Your Mind." . Dizzy Gillespie Combo and Stan Kenton off to Toronto. . Diz returns to Brooklyn on February 6. . Herman Lubinsky, Savoy Records, signed around and His Emeralds, a Cincinnati quartet, and predicts an astoundingly brisk selling by the group, "What If You" and "See What You Did," will be a smash. He has also signed George Stevenson, New Orleans boy, and the group "The Starliners." . (Grandma's quote) "I'm getting tired," is heard as a frequent refrain. Freddie Mendelson, Savoy, leaves on a talent and material hunt. . Al Silver, Herald Records, off on a trip to New Orleans to pick up with dealers. While there, Al will keep his eyes and ears open for new material. Before leaving, Al, with Jack Angel and Jack Braverman held a session at which new thrust, the trio also set up new distributorships in six cities. . Sidney Seigel, Seeco prexy, off on another trip to Havana, Caracas, Venezuela on a new talent hunt and sales trip on his records, TV and High Fidelity Phonographes. Seigel will be gone for about ten days. . Joe Davis, Jay Dee Records, has come up with several good disks at the same time. His Crickets "Changin' Faces," has been selling well, the new Otis Blackwell "Bartender, Fill It Up Again," and "You're My Love," is a very powerful entry, and to top it all, Joe is releasing another Crickets disk that sounds like money in the bank. Lead Deean Barlow has just been called up as "Are You Looking For A Sweet Heart," and "Never Give Up Hop. ." Joe Cohen, Essex Distributors, Newark, says "Watch A Thousand Eyes On Baton." Alpha Distributing adds the Phil line in New York.

CHICAGO:

McKee Fitzugh sponsored "The Flamingo Concert" on Friday (1/29), held at the Symphony Auditorium, the show starred The Five Flamings' A Portrait of a Total of Eleven Echoes, Echols and Ife. Blackwell. This was one of the most lavish concerts ever staged on Chicago's South Side.

. . According to Phil Chess, currently holding down the throne through the Bow. A Москвы Waters' "Hoochie-Koochie Man" looks like a real big one. Phil claims disk sold over 4,000 in one week. . Hear tell that Sam Evans is about to begin a brand new radio station. On Station WGES, From 3 P.M. to Midnight, 6 days a week. . The London Waxing was in the studio, another one of Chicago's newest clubs; Willie ("I Don't Know") Mason at the Flame Show Lounge, along with Jo-Jo Adams, Joe Williams, Melvin Moore and his band; Gene Ammons, then Midnite, and a new face at the Flame, Joe Benjamin, one of the very popular St. Louis' 2/6 for three weeks; Roy Eldridge at the Strand.

LOS ANGELES:

Oscar McLol'se's bouncy rendition of "Lolly Pop" on the R & B label called "Praying To The Lord" and "Please Help Me" has received all the indications that it will be another big number for B. B. . Flash—Received reports from the Specialty Records offices that Lloyd Price finally got out of the Army—for five days at least! He spent his short leave recording in New Orleans. . Jack Arder, vice-president of Shaw Artists, Inc., New York, recently spent a few days visiting in Los Angeles. . The Club Alhambra continues its new policy of featuring name bands and attractions each week-end. . Joe Liggins and his band held down the spotlight on Jan. 25th, 26th and 31st. Percy Mayfield has been booked to open at the Alhambra on Feb. 12th. . While in L. A. Irving Marcus, National Sales representative for Duke and Peacock Records, conducted recording sessions with The Blind Boys, Joe Frita and Marie Adams, Chuck Tiggins and The Flairs did a stint in Banning this past week-end. This teen age group has become very popular throughout the Southland due to their recent waxings of "She Wants To Rock" and "Loving Me On The Piano." They are great entertainers and put on a show that few should miss. . Plenty of hootin' and hollerin' can be heard at the Club Oasis each Monday nite when the doors are thrown open for those super Jan sessions. Program features: Harry Edison, Jimmie Rowles, Sunny Criss, Oscar Bradley, Buddy Collette, and Ernie Freeman. . Ernie Andrews along with Floyd Dixon and his orchestra presented the dance tempos for the crowds that gathered at Billy Berg's four floor Ballroom this past week-end. . A new group called the Hollywood Flames are out with two new ideas on the Swingtime label that look very promising. They do a great job on "Let's Talk It Over" and "I Know."
Bill Bailey
WMAQ-Chicago, Ill.
1. Bimbo (Roy Wright)
2. As Far As I'm Concerned (Red Foley)
3. I'm Really Not Dox To Know (Eddy Arnold)
4. Sacist Love (Slim Whitman)
5. Don't Seat Kissing Me Good Night (Buck Owens)
6. Our Honeysuckle Waltz (Merle Travis)
7. Run 'Em On (Ozark Wheeler)
8. Turn Around Boy (Pierce)
9. Let Me Be The One (O. C. Harrod)
10. Talk To Me, Blondie I'm In Love (Johnny Williams)

Clarence Knodel
WEBI & WICH—Jewett City, Conn.
1. Bimbo (Jim Reeves)
2. Let Me Be The One (Eddy Arnold)
3. I Think I'm Falling In Love (Dale Evans)
4. Really Don't Want To Know (Wich)
5. I'm Walking The Dog (Buck Owens)
6. I'm Really Not Dox To Know (Eddy Arnold)
7. Sunshine (Ozark Wheeler)
8. P.S. I Love You (Eddy Arnold)
9. U Will (Ozark Wheeler)
10. Turn Around Boy (Pierce)

Earl "Grandpappy" Davis
WFHN—Bristol, Va.
1. Romeo And Juliet (Griffith)
2. There's The Glass (Eddy Arnold)
3. I'm Really Not Dox To Know (Wich)
4. I'm Walking The Dog (Buck Owens)
5. P.S. I Love You (Eddy Arnold)
6. I Want A Little U (Arlie Snow)

Big Jim Hess
WIVK—Knoxville, Tenn.
1. I Love You (Wright & Reeves)
2. I Really Don't Want To Know (Eddy Arnold)
3. Sacist Love (Slim Whitman)
4.建想 (Jim Reeves)
5. Fanny Pants (Red Gare)
6. I'm Falling In Love (Dale Evans)
7. There Stands The Glass (Eddy Arnold)
8. Tall 'Em No (Buck Owens)
9. Don't Add An Ex To Your Name (Johnny Williams)
10. Wake Up Irene (Thompson)

Uncle Eb Brown
WGAT—Atlanta, Ga.
1. I Really Don't Want To Know (Eddy Arnold)
2. Just Married (Fred Winkle)
3. There's The Glass (Eddy Arnold)
4. Get Your Self A-Goin' (J. Hill)
5. Look (Kansas Wheeler)
6. I'll Never Get Over You (Eddy Arnold)
7. I Walk With The King (Thompson)
8. I Hardly Know It Was You (Fred Winkle)
9. Tall 'Em No (Curtis Gordon)

Keith Rush
WWEZ—New Orleans, La.
1. God Was So Good (Al Terry)
2. There's The Glass (Eddy Arnold)
3. Grandpa (Jukun Brown)
4. Got Myself A Goin' (J. Hill)
5. Get Out Of My Yard (Bing James)
6. Chasing Partners (Pierce)
7. Darling (Jim Newman)

Shel Horton
WVAM—Saxton, Pa.
1. Forget Me (Jackie Brown)
2. Changing Partners (Pierce)
3. Let Me Be The One (Eddy A.)
4. Secret Love (Slim Whitman)
5. Bimbo (Jim Reeves)
6. Carroll County Bopper (Bing James)
7. Happy Go Lucky (A. Johnson)
8. I'll Never Get Over You (Eddy Arnold)
9. Chasing Partners (Pierce)
10. Darling (Jim Newman)

Johnny Rion
KSTL—St. Louis, Mo.
1. Secret Love (Slim Whitman)
2. There's The Glass (Eddy Arnold)
3. I Want A Little U (Arlie Snow)
4. Let Me Be The One (Eddy Arnold)
5. Changing Partners (Pierce)
6. Charlie's A Sis (Slim Whitman)
7. Bimbo (Jim Reeves)
8. Satisfaction (Bing James)
9. Calling You (Wich)
10. Run 'Em On (Ozark Wheeler)

Dol Stallard
KCKM—Tulsa, Okla.
1. There's The Glass (Wich)
2. Let Me Be The One (Eddy Arnold)
3. I Really Don't Want To Know (Wich)
4. Changing Partners (Pierce)
5. As Far As I'm Concerned (Wich)
6. I Can't Run 'Em Off (Lefty Frizzell)
7. I Love You (Wich)
8. I Don't Really Want To Know (Wich)
9. Married (Faye Young)
10. Sing A Song Of Love (Richard Garry)

"Chuckwagon Chuck"
Nichols
KWQ—Laramie, Wy.
1. Turn Around Boy (Sid Avery)
2. Changing Partners (Pierce)
3. There's The Glass (Eddy Arnold)
4. I Really Don't Want To Know (Wich)
5. Sweet Mary (Mildred Bailey)
6. Tall 'Em No (Kansas Wheeler)
7. Let Me Be The One (Bing James)
8. I'm Walking The Dog (Pierce)
9. I'm Walking The Dog (Pierce)
10. I'm Making Love To A Stran- der (Paris Faye)

Carl E. Lamm
WCDE—Dunn, N. C.
1. I Love You (Wright & Reeves)
2. Changing Partners (Pierce)
3. There's The Glass (Wich)
4. I Really Don't Want To Know (Wich)
5. Rare Mary (Mildred Bailey)
6. Tall 'Em No (Kansas Wheeler)
7. Let Me Be The One (Bing James)
8. I'm Walking The Dog (Pierce)
9. I'm Really Not Dox To Know (Wich)
10. Wake Up Irene (Thompson)

Bob Ferguson
WCKW—Pullman, Wash.
1. Turn Around Boy (Sid Avery)
2. Changing Partners (Pierce)
3. There's The Glass (Eddy Arnold)
4. I Really Don't Want To Know (Wich)
5. Changing Partners (Pierce)
6. I'm Really Not Dox To Know (Wich)
7. I Love You (Wich)
8. I Never Get Over You (Wich)
9. Let Me Be The One (Bing James)
10. I Never Get Over You (Eddy Arnold)

F. M. Smith
WFOR—Hobart, Mich.
1. I Really Don't Want To Know (Wich)
2. Changing Partners (Pierce)
3. There's The Glass (Eddy Arnold)
4. Changing Partners (Pierce)
5. There's The Glass (Eddy Arnold)
6. I Never Get Over You (Wich)
7. Let Me Be The One (Bing James)
8. I Never Get Over You (Eddy Arnold)
9. Let Me Be The One (Bing James)
10. I Never Get Over You (Eddy Arnold)

Sheriff Tex Davis
WLWO—North Carolina
1. There's The Glass (Wich)
2. I Love You (Wich)
3. Changing Partners (Pierce)
4. I Never Get Over You (Wich)
5. Secret Love (Slim Whitman)
6. Bimbo (Jim Reeves)
7. Wake Up Irene (Thompson)
8. I Never Get Over You (Eddy Arnold)
9. Love Letters In The Sand (Arlie Snow)
10. Changing Partners (Pierce)

Dough Smith
WLS—Rochester, Minn.
1. Slowly (Wich)
2. Changing Partners (Pierce)
3. There's The Glass (Wich)
4. Let Me Be The One (Bing James)
5. Secret Love (Slim Whitman)
6. There's The Glass (Eddy Arnold)
7. Wake Up Irene (Thompson)
8. I Never Get Over You (Wich)
9. I Never Get Over You (Eddy Arnold)
10. Let Me Be The One (Bing James)

ROY SNEED

Valley Records, Inc.
BOX 10033
KNOXVILLE TENNESSEE

"It's What's in THE CASH BOX That Counts"
**Magill, Square Dance Master, Dies**

TORONTO, ONT. CANADA—James (Jim) Magill, probably Canada’s best known and most popular musician in the square dance and country music field, died last week of a heart attack while being driven to the hospital in an ambulance. He was stricken at his home in the city. Magill died at the age of 48.

Above, he is pictured at his last recording session for London Records as he discussed the tunes with his business associates. Left to right are: Fred Roden, owner of Canada’s largest country record store; Fraser Jamieson, manager of London Records Limited; the late Jim Magill; Harry Jarman, Jarman Publications Limited, publisher of all of Magill’s square dance tunes; and Harold Moon of BMI Canada Limited.

Magill’s records, as has been mentioned in previous “Canadian Capers” columns in The Cash Box, have been favorite coin grabbers with a great number of Canadian operators and have established an international reputation for his group and his music.

Jim was a prolific writer of square dance tunes and many of his compositions in this field have become standards. Some of these are: “Dunbarton Rose,” “Fiddler’s Pet,” “Little Black Hen” and “Southern Breakdown.”


Jim’s broadcasting over the years with his Northern Ramblers on Canada’s highest powered private station, CFGB, Toronto, had created a huge international audience. The orchestra is scheduled to continue, billed as “Magill’s Northern Ramblers.” Jim’s brother Joe, who has been bass player with the group since its inception a few decades ago, will handle the group.

In addition to his wide rustic following, Magill was also the favorite square dance maestro of the society set. It was his square dance square at the swank Granite Club and Boulevard Club in Toronto that spear-headed the popularity of square-dancing with society folks in Canada.

In place of the regular Magill program on CFGB on January 23rd, the station had a special memorial program. Danny Vaughan devoted one of his daily programs to the memory of Magill and his music, and the folk and country people across Canada reacting to Jim’s passing much as they did a year ago when Hank Williams died.

Magill had been with the Canadian National Telegraphs day staff for the past 20 years. He was born in Northern Ireland.

Surviving are his two sons, James and Grant; his mother, Mrs. Eliza McAtamney; a sister, Mrs. W. Sherrington; and a brother, Joseph.

**Acuff-Rose Forms Hickory Records**

NASHVILLE, TENN. — Acuff-Rose this week announced the formation of a new record label, Hickory Records. The firm will center its activities in Nashville and will begin its catalogue with country music. Fred Rose is in charge of all A&R matters and has already completed negotiations with several artists.

Murray Nash, who is handling distribution, has left on a tour of the South and the East Coast to contact distributors. A unique distributor agreement is being offered whereby the distribution is relieved of the usual stock problems provided he furnishes certain sales and inventory reports regularly and meets payments on specified dates. While the South and the East Coast are being sold up first, national coverage will be achieved as soon as possible.

Shipments to distributors will be ready February 1st and the initial release contains three records by country artists Roy Dick, Al Terry and Tommy Hill.

**Tubb Set For NBC Radio Show**

NASHVILLE, TENNESSEE — It was reported this week that Ernest Tubb, one of Decca’s top country artist, has concluded arrangements which he will deliver NBC show via radio each Saturday, commencing the first Saturday in March. Format for the show will vary according to Tubb’s desire and various artists will do guest spots. The show will feature as a regular attraction the talent of Goldie Hill (Decca). This is the same spot that Eddy Arnold occupies on the NBC’s new Du: Albright, who directs the affairs of Ernest Tubb and Hank Snow, made the announcement.

The announcement of this show by Tubb is in keeping with his statement early this year concerning his aim to set the country big-wigs (Snow and Tubb) to a series of Network Radio and TV Shows, transcription deals and all out record promotions.

**Wright Signed by Ac’cent**

LOS ANGELES—Eddie Wright has been signed to a recording contract by Ac’cent Records. It was announced this week by Robert N. Hunter, Jr., Vice-President and Promotional Director. Wright was discovered in Omaha, Nebraska, and was signed to the Los Angeles office to record four sides. His first release is a tune of his own called “Somebody’s Got to Lose” and a ballad—“Guiltless Eyes.” It is scheduled for February 8 in the Fort Worth-Dallas area, and nationally on the first of March.

**“IF I COULD LOOK INSIDE YOUR HEART”**

BY JIMMIE DOLAN

K’S RECORDS

CAPITOL 1213

Published by RIDGEWAY MUSIC, INC.

6087 Sunset Blvd., Hollywood 29, Calif.

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<th>THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK</th>
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“It’s What’s in THE CASH BOX That Counts!”
NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR $15. PER YEAR (52 ISSUES)

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"It's What's in THE CASH BOX That Counts!"
Bob Ross, who manages George Morgan (Columbia), reports that George, along with Louis and Oscar and Minnie Pearl, will make a ten-day tour of the Northwest territory commencing on February 16th. Morgan was scheduled for his regular Grand Ole Opry appearance on February 23rd, but was unable to make it due to the fact that his plane, arriving from California was unable to land at the Nashville Airport and Morgan had to continue to Auckland where he spent the night. Ken Marvin ( RCA Victor) did a promotional date, along with Marty Robbins (Columbia) and the Carlises (Mercury) in Nashville, N. C. Sunday, January 24th. Carl Story (Columbia) and his Rambling Mountaineers, Sacred Quartet group from WAYS, Charlotte, N. C., guested on Lowell Blanchard's Mid-Day Merry-go-Round and Tennessee Barn Dance, WNOX Saturday, January 30th. Regulars on the noon-day show from Knoxville, now include Jameson Honey, veteran comedy group, Dan Gibson (Columbia) and his King Cotton Kinfolks, Jack Shelton, Johnnie Rice and Fred Simon and the Green County Boys, Wacky "Red" Murphy and wife Bessie Lou! The Masters Family (Columbia) have returned to WBGL and Knoxville. Kentucky Slim and Tony Harris are newcomers to WTVS-TV Knoxville.

Justin Tubb (Decca) did the show from the Ernest Tubb Record Shop, Nashville Saturday, January 23rd during the absence of his father, who was on tour in the Northwest. Visiting Grand Ole Opry Saturday, January 23rd were Bob McCluskey of RCA Victor and Connie B. Gay WALL, and Washington, D. C. Cowboy Capus with Jimmie Davis as his featured guest did the NBC Prince Albert Portion of Grand Ole Opry Saturday, January 23rd. Ernest Tubb and the Texas Troubleshooters with Martha Carson and featured guest held the spot on January 30th. Red Foley, performing true to form, and calling on the assistance of his daughter, Betty, combine efforts that are definitely appealing in their new Decca release...

"As Their Concerned" and "Tennessee Whistling Man" (Mercury) are set for an all-out promotion of his next release and the boy from Birmingham, Ala., is really being eyed by Mercury's A&R man, Dee Kilpatrick and others in the trade.

Richard Geary, Decca Records new 15 year old singing find, has appointed Doug Smith, country DJ at WLSL, Roanoke, Virginia, as his new personal manager. Reports that Geary's latest Decca waxing "Sing A Song Of Sweet Notes" and "Don't You Love Me Just A Little Bit, Huh?" is receiving much juke and DJ action throughout the country. Smith is promoter of a Grand Ole Opry show that drew two packed houses at the City Market Auditorium in Roanoke on January 17th. Among the stars appearing "Little" Jimmie Davis, Kitty Wells, Johnny and Jack, the Tennessee Mountain Boys, and Del Wood. Sheriff "Tex" Davis, WTVS-TV, Norfolk, the M. C. at a Top Hillbilly Talent show at the Norvic Theatre in Norfolk on January 20th. Davis collected $267 for the March of Dimes and had to turn away many people. The Carol Sisters, Rita and Roselle are scheduled to appear with Jim Edwards and his Blue Ridge Mountainmen at WIVL-TV, Greenville, S. C. Jim Reeves (Abbott) star of WKYS Louisiana Hayride in Shreveport, starting things off in 1954 in much the same manner, the way he did things in 1953. Jim in '53 had one of the biggest records in his recording of "Mexican Joe" and for this year Jim has a very strong offering in his "Bimbo" which is now riding high on the popularity charts. Jim left Sunday, January 24th for a three-week tour in California for the American Corporation and good friend Steve Robbins. Reeves will return to Shreveport and the "Hayride" on or about February 18th. Nice letter from Hank Thompson's manager, Jim Hakey, tells that Hank and his Brazos Valley Band were featured on the Kate Smith NBC-TV show January 6th. Jim tells us that the entire show was built around Hank and the boys. Hank did four of his big records, "Leena," "Ruba-Dub-Dub," "John Henry" and "Yesterday's Girl." Hank and his band have just completed a tour of the Southern States for promoter Homer Riley and will be working eighteen days in Texas and Louisiana during February. Also, while in New York recently, Iris Straussberg of the Cash Box presented Hank with the Cash Box Award as best C & W Artist of the year. Hank and Parker are all ready putting their new lease on a Wild Game Dinner, February 2, at the Shamrock Hotel, Houston, Texas. Newcomer to the WKYS "Louisiana Hayride" in Shreveport is Jack Ford. The Davis Sisters were on the Pee Wee King show for Bob Neal, Memphis on January 31st. Aulf-Ruff Publications, Nashville, last week, announced their entrance into the record industry...with the introduction of Hickory Records, Inc. with offices in Nashville. The Artists and Repertoire department will be handled by Fred Rose, recognized as an authority in the industry. Murray Nash, who will handle the setting up of distribution left January 25th to contact distributors through the South and on the East Coast. First releases will be ready for shipment to distributors February 1st. The artists are Bobby Dick, Al Terry and Tommy Hills. Hank Snow (RCA Victor), Saturday January 30th from distribution left January 25th to contact distributors through the South and on the East Coast. First releases will be ready for shipment to distributors February 1st. The artists are Bobby Dick, Al Terry and Tommy Hill. Hank Snow (RCA Victor) has just completed a tour that carried him through California, Arizona, Texas, New Mexico and Colorado. Ernest Tubb (Decca) has just completed a tour of the Northwest territory and Carl Smith (Col.) has just completed a tour in Canada. Cousin Minnie Pearl who made a big hit last year with the introduction of her book... Minnie Pearl's Diary...is now hitting the public with her first RCA Victor release entitled "I Wish They Would Leave Me Alone" and "Man." The Queen of Comedy and star of Grand Ole Opry was recently signed by Jamboree Attractions. Best wishes, Minnie, as a recording star! Valley Records, Knoxville, has just released another artist in the person of Boy Smokey. Boy's 78th release is titled "Turn Around Boy" and "Tell Me How Do You Love Me?" It was reported that the "Turnaround Boys" side was the result of Romance Valley's first smash hit in the Charlie Smith handle, General manager for Hank Snow and Ernest Tubb left last week for a trip through Kentucky and Ohio; promoting the artists' latest releases. The Carlises, managed by Tillman Frank, are all ready to put their new lease on...which should be out right now...and it's titled "I Could Use A Little Help." Tillman's role will push close to the popularity of the groups. "No Help Wanted" smash that took the record industry by storm last year.

"It's What's in THE CASH BOX That Counts"
HIGH FIDELITY MEANS NEW TONAL REALISM

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Select-o-matic
America's Finest and Most Complete Music Systems
**WHAT PRICE MACHINES?**

London, England—As is well known, the English coin machine industry has been greatly handicapped these past many years due to the ban on imports of American products. Operators have had thru necessity been forced to locate machines many years old. In turn the English wholesaler has had a limited sale, acting, for the most part as a middleman in the exchange of these prewar machines. However, in the past months, manufacturing activity has become noticeable, which cannot but help greatly to stimulate the entire industry. There are a few firms producing jule boxes (photo of the Ditchburn machine, the “Music Maker” appears in the January 16 issue of The Cash Box). A few “Gun” machines have reached the market. And several companies have brought out Kiddie Rides. The latest is a horse (“American Type”) called “Star Dust” by the Walter Streets & Co. Ltd. The machine is listed at $180 pounds, (approximately $530). The manufacturer stated that, if it were even possible, the cost of importing a similar product from the United States would cost about 600 pounds. ($180). This firm advises that it will soon bring out smaller horses and other animals. We wish the English manufacturers every success. We hope they will bring out a machine that is entirely new in player appeal, so that they would be able to export it to the United States, which is always a ready market for a game with a “new playing feature.”

HARRISBURG, PA. — Philadelphia Chamber of Commerce President, Harry LaBrum, has proposed to the Pennsylvania State legislature that Sunday liquor sales be permitted in Philadelphia to stop week-end migration of business to New Jersey and New York. The proposal will be fought by the “Drys.”

Washington, D.C.—April 1 was to see the automatic cancellation of the present excise tax on liquor and tobacco, among other so-called luxury items. It was hoped that this drop in liquor tax of from $10.50 per gallon to 99 cents would take place. From present indications, it would appear that the present liquor tax would remain. Rep. Joseph W. Martin has urged passage of law that would reduce these excise taxes from 29 per cent to 10 per cent—with the exception of liquor and cigarettes.

For as many years as the writer can recall, there has always been the same gripe throughout the field, time and time again, regarding the price of machines.

This gripe came into being in the early '30's when the price of the first pinball games went up from its opening $16.50 to about $37.50. Then higher. Still higher. And, as the years went by, to its present peak.

The same is true of the automatic phonograph, the vending and service machines, and all types of equipment which have appeared on the market.

What price machines is a problem that continues on ahead in the industry, as the days become weeks, the weeks months, and the months years.

And will probably go on as long as this, and all other industries, continue in this marvelous world of competition and free enterprise.

The fact remains, as old-timers in the industry have stated time and time again, that:

"It isn't the price, it's what the machine earns, that counts."

And this is the fact as far as price is concerned.

There are many who want prices to remain high. Their argument has always been that, "This keeps out the chisellers."

Similarly, there are others who feel, "Prices should always be rockbottom for then the industry makes money."

Both arguments have been voiced time after time. They have been pushed out of existence by the very fact that, in many, many instances, machines have appeared at the highest price ever quoted for that specific type of equipment, and have been among the most outstanding successes the industry has yet known.

Few will ever forget the advent of "Pace's Races." This console machine appeared at a time when all equipment was comparatively low-priced. But the price this manufacturer asked, actually staggered the prospective buyers.

But there always are the "daring few." These men purchased on the theory that, "Well, we still won't go broke, even if the machine doesn't bring in its cost. Let's try one anyway."

"How," many wanted to know, "can a machine ever take in that many coins to pay for itself?"

Remember that "Pace's Races" was back in the early pinball days when a game sold for less than $100. And a $100 game was considered a "high priced game." Here came a manufacturer who asked more than five times that much for his game.

Operators then, just like operators today, cried to the high heavens that, "We just can't make it pay at the high prices we are paying for games."

So when the "daring few" purchased their first "Pace's Races," and then reordered and reordered again, the field went wild. The game was a hit.

What price machines?

Simply, a logical, sane price, placing sufficient profit on the actual cost, so that the manufacturer can survive, and can continue to build ever better machines. So that all in the industry will have a manufacturing source that will be able to continue experimenting and developing for all to enjoy a better business.

"The price doesn't count," like many old-timers agree, "as long as the machine will bring the operator a decent return on his investment and continue him in business on a profitable basis."

If one operator can do it—another can, too.

"The only difference between the people of Chicago and New York," as one well known Chicago operator says, "is about 850 miles."

This operator, like many others, is successful because he is an efficient and intelligent operator.

Like all operators who are successful, he is practically an accountant in his own right. He realizes that business, today, is based on cold, hard figures.

He knows, from what he takes in on his locations, whether he can, or cannot buy equipment, and profit from that equipment.

Like he says, "It isn't the price of the machine, it's whether that machine can take in enough money to show me a decent return on my investment, that counts."

The gripes about "high prices" will continue in this, and in all other businesses, as long as people exist.

But, what's most important, is that there are enough intelligent businessmen to point the way for a profitable future, regardless of price.
HIGH FIDELITY AMPLIFIER

25-watt output, 20 to 30,000 cycle-per-second range. Wide range, low distortion characteristics assure new tonal realism from records.
SPRING TENSION MAGNETIC PICKUP

Single pickup with dual styluses—exerts only 1/4-ounce pressure. High compliance. Unaffected by moisture and temperature. Longer record and stylus life.

HIGH FIDELITY DUAL SPEAKERS IN THE PHONOGRAPH

The Select-O-Matic "100" HFG is equipped with two skillfully baffled high fidelity speakers—a 15-inch woofer for the low and middle ranges, a 5-inch tweeter for the highs.

FIDELITY ALL THE WAY!

HIGH FIDELITY REMOTE SPEAKERS

High fidelity remote speakers for recessed or wall installation. These speakers have two mechanically interlocked cones—the larger cone reproduces the low and middle ranges, the smaller the highs.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBUG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
House Ways & To Liberalize

Trade Hopes It Can Establish Plan for 4 Year Phono Depreciation and 6 Month Pinball Depreciation

WASHINGTON, D.C.—One of the problems operators of coin operated equipment have had to contend with over the years is the matter of depreciation of their equipment for tax purposes.

There has never been a national schedule of depreciation evolved. Depending on the local tax offices, the depreciation arrangements have varied. On music, some tax offices have permitted five years in which to depreciate music machines, others have allowed four years. On pinball machines, shuffle games, arcade equipment, etc., no definite time is set, with some offices permitting one year, others two and more years.

For the present, however, there have been a number of studies made by government agencies to work out a more liberal depreciation program. The House Ways and Means Committee has agreed on a new rapid depreciation policy, and is pushing for its approval.

Shouting the proposed depreciation plan become law, it would react favorably to both operators and manufacturers.

It would be necessary for operators of music and games to establish a definite number of years or months, which they determine as the useful life of their machines, and have the work done with the tax department in Washington so that operators all over the nation use one definite period. A suggested equitable time would be four years for music machines, and six months for pinballs.

There are two suggested changes on the depreciation as it relates to the determination of the useful life of the machine. The first of these changes authorize written agreements between the taxpayers and the Internal Revenue Service as to the useful life, and rate of depreciation for assets. After these agreements are reached they can be overruled only upon the presentation of facts and circumstances not taken into account at the time the agreement was made. If the service proposes the change, it must establish the need for it; if the taxpayer initiates the change, this responsibility is his. Moreover, the change is only to be effective prospectively, for the year in which notice is given by the side initiating the change and for subsequent years. The second of the two changes relating to the useful life of the asset provides that unless the life of the asset as determined by the Internal Revenue Service differs by more than 10 per cent from the life used by the taxpayer, the taxpayer's depreciation rate is to prevail.

These two changes are designed to substantially remove what has been the major cause of disputes between the taxpayers and the revenue service, namely, disagreements as to the useful life of assets. Also by giving the taxpayer some assurance that once depreciation rates are established they will not lightly be overruled, and then changed only as to the future, it is believed that a major taxpayer irritant will be removed.

The other phase of the tax depreciation plan, which is to the advantage of the manufacturer, will permit even more rapid depreciation of its machinery. This plan could easily work out to the great advantage of the operator, as well as the manufacturer. By depreciating machinery more rapidly in the early years, the manufacturer would be in a position to invest in newer, more modern and efficient equipment, which could result in turning out new machines more rapidly, or more economically. The savings then could be passed on to the operator.

There is some details on how the above depreciation plan would work to:

- Calculate the new depreciation rate, first the estimated useful life of the facilities involved is computed—just at present. But here the difference starts. Instead of spreading the cost of the facilities in equal payments over the estimated useful life—10 years, 20 years, or so—the payment rate would be changed.
- Take a $100,000 machine, for example, with an estimated useful life of ten years. Ordinarily the depreciation deduction would be $10,000 a year. Under the proposed change, it would be $20,000 or 20 per cent for the first year. For the second year, it would be 20 per cent of the balance, or $16,000. In the third, it would be 20 per cent of the remainder, or $12,800. Over the three year period, $88,000 more depreciation could be written off for tax purposes than under the present system. Of course, in subsequent years, depreciation charges would fall below the $10,000 balance and hence the Government’s tax revenue would be lower.

The cuts, if they become effective, would have no effect on income tax returns due March 15, 1954. They would be effective for returns filed March 15, 1955.

Europe Features “The Cash Box” Prices

Buying and Selling Thruout European Countries Based on ‘The Cash Box’ Confidential Price Lists.”

American Visitors Hear Familiar “Cash Box ‘Low’” and “Cash Box ‘High’” Quotations Wherever They Travel

CHICAGO—Coinmen who have returned from European visits inform that the most familiar expressions they hear, when visiting with coin machine people throughout the Continent, are the same quotations they hear in the United States.

“It’s surprising,” one of these men stated, “but, wherever we visited and, when we started to talk business, out came ’The Cash Box.’

“What’s more,” he continued, “the very first statements we would hear would be, ‘Cash Box High’ or ‘Cash Box Low,’ as regarded prices of all American machines.”

This same story has been told time and again by all those who have visited in Europe and have met with coinmen there.

“Surprising,” some state, “that business being done even outside of the European continent, requires a complete understanding of The Cash Box Confidential Price Lists.”

The fact remains that The Cash Box circulation through the European continent is one of the highest in history of any coin machine publication.

Coinmen from all countries have found The Cash Box an invaluable aid in doing business between themselves and coin distributors in all kinds of the United States while, at the same time, keeping acquainted with what is proving the most popular equipment in America.

Two Games On Chi Coin Production Lines

CHICAGO—Two bowlers are going thru the production lines at one and the same time over at Chicago Coin Machine Company. These are “Advance Bowler” and “Cris Cross Bowler,” with both of the bowlers reported heavily over-ordered.

Production crew at Chicago Coin is working at top speed in an effort to meet the demands of the firm.

Ed Levin, genial sales director of the firm, stated this past week, “Hard as we try to fill the demand for both ‘Cris Cross Bowler’ and ‘Advance Bowler’ we find ourselves falling behind.

The fact remains,” he stated, “that both of these bowlers have taken the country by storm and orders continue to come in bigger than we ever expected.

“Every time we think they’ll slow down,” he continued, “the orders seem to increase.

“People are doing our best at this time to fill them up just as fast as is humanly possible and yet we continue to fall behind as phone calls come in from all over the country increasing original orders from our various distributors.”

Jenkins Sets Record

CHICAGO—George Jeklins is reputed to be the new record holder at Bally Manufacturing Company, as far as “Grandpa” is concerned.

After returning from a visit to his daughter in Texas, George reported, “I’m now a ‘Grandpa’ for the sixth time.”
YOU GOTTA GET...  

GOTTIEB'S GREEN PASTURES

TO GO PLACES!
EXHILARATING ... ENTERTAINING ... EXCITING!
Watch this...

Rotation Sequence...
from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score! ...
Making A-B-C-D Roll-Overs lights Targets
for super-point score.

Extra Replay ...
When all A-B-C-D letters are out, mystery letter lights up
for REPLAY.

ORDER FROM YOUR DISTRIBUTOR!

GOTTIEB, LTD.
1140-50 N. KOSTNER AVE.  CHICAGO 31, ILLINOIS

THRU THE COIN CHUTE
NEW ORLEANS NOTES

Taco Amusements Co. is again one of our top operators outfit only not in equipment but in service cars. Seven new Bel-Aire Chevrolets have been added. Beautiful light yellow with green tops. They have also added one 1954 half ton truck (pick up), a beautiful station wagon (Ford)—the Country Squire model. . . . Judging from the crowds around the test sample at the sport center, it seems as though New Orleans Novelty Co. and the Bally factory have another winner in the new “Ice Frolics”. . . . Representative from Specialty Records, John J. Vincent, is in town for a couple of days. . . . The Herald line being taken care of by A. I. Distributing Co. . . . Aladdin in the good hands of Amann Distributing Co. . . . Operators in town—Earl Slay, Hattiesburg, Miss. and Gerald Johnson, Hattiesburg, owner of the music shop. . . . Dick Sturgell and wife, A. I. Dist., and salesmen Walter Reilly and wife, seen buying tickets for “South Pacific”. Dick lost two teeth and his jaw has been quite swollen. Perhaps Santa Claus can replace them next Christmas. . . . Samuel Statesman, owner of several shops in town, off to California for a well earned vacation and rest. . . . Walter Reilly, A. I. Distributing Co., driving a new sleek '54 Ford. . . . Fletcher Blalock, the darndest person to catch up with for the last month. Always on a secret mission, an important date, etc., and all this led up to his being “King” of the Iris Carnival Ball held Friday, January 22. The Champagne flowed freely in the “King’s” room. Bob Dupre slipped Coon Cola. With Bob was his charming wife, just decked out beautifully. Sorry Ray McCormick missed the “King” by one day. This is one of New Orleans most extravagant carnival organizations. All F.A.B. personnel on hand to help celebrate. . . . Bob Dupre, proud as can be of his new Nash Rambler, a gift from F.A.B. . . . Joe Hart, also of F.A.B., just back from the factory. The new United “Havana” (6 ball) has taken the town by storm. . . . More operators in town. Chester Young, Mamou, La.; Oscar Marcello, De Ridder, La. and from Teche Novelty Co., New Liberia, La. Jim, Charlie and Fred, the Three Musketeers. . . . Nolan Mouton, formerly service man with Albert Huffine for many years, now a real- dent of Gulf Port, Miss., in town for a couple of days. . . . Also in town was A. Danos, Raceland, La.

Runyon Sales Develops Kiddie Ride Dept.

NEW YORK — Barney (Shaggy) Sugerman, Runyon Sales Company, with offices in this city and Newark, N. J., has developed a Kiddie Ride department, from which it can serve the trade with both new and reconditioned rides of every description.

Although the firm has enjoyed a steady flow of business on Kiddie rides, according to Sugerman, plans for greater expansion and concentration are being pushed so that the operators and arcade owners can be serviced properly for the coming Spring and Summer seasons.

Ops Look Over “Comet”

NEW YORK — Dave Hendrickson and Skip Hardy, Long Island music ops, visit Seacoast Distributors, this city, to look over Rock-Ola’s “Comet” photo.

FOREIGN BUYERS —

top manufacturers —

are your assured guarantees for
Satisfaction and Profit!

We represent the nation’s leading manufacturers including...

WILLIAMS GENTCO
GOTTIEB KEENEY
BALLY EVANS

Write for FREE Price List. Parts and Service Manual available.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel. B. 4-7112)

FOR SALE —

Well established route of 45 late phonographs and alleys, etc. Located in industrial city in North Florida. Concentrated in small area, easily serviced. Good income. Price $27,000. Will finance 50%.

WRITE — WIRE
BOX 130 C/ THE CASH BOX
26 W. 47TH ST., NEW YORK 26, N. Y.

"It's What's in THE CASH BOX That Counts"
Large California Delegation To Attend MOA Fourth Annual Chicago Convention

Chic Automatic Phono Bowling Leaders Hold Positions

OAKLAND, CALIF. — Operators from all parts of California have signified their intentions of attending the forthcoming 4th annual convention of the Music Operators of America (MOA).

George A. Miller, State president and business manager of the California Music Guild, recently made a survey of the territory and reports that some 40 to 50 operators will go to Chicago for the MOA meeting, held on March 8, 9 and 10 at the Palmer House. Many of these men are taking their wives with them.

"When you take into consideration that California is the farthest point from Chicago, it was quite satisfying to know that this number of operators will be attending the MOA show" commented Miller.

Among those Californians who will attend the convention are: Russ Hendricks, Hanford; Ray Carey, Los Angeles; Walt Hemple, San Francisco; E. E. Peterson, San Diego; Wes Elster, Fresno; Rodney Pantages, Los Angeles, Eddie Smith, San Francisco; Glen Staisen, Redwood City; Walter Huber, San Francisco; Sid Gilman, Oakland; Walt Simpson, Red Bluff; Ted Tower, Marysville; Lee Spear, Oakland, Larry Martin, Sacramento; Dazz Remington, Marysville; C. P. McDermott, San Francisco; R. F. Jones, San Francisco; Al Donato, Sacramento; Fred Hutchison, Vallejo; Ralph Love, Oakland and Al Hiland, Dunsmuir.

"If other associations affiliated with MOA bring in as many as 25 operators from their state, the number in attendance could easily reach two thousand operators," stated Miller.

Miller advised that a list of exhibitors will be released this week, and that it will be seen that a number of exhibitors who had never attended before will keep to their merchandise.

Once again, Miller repeated his warning to both exhibitors and those who will be attending the show, to hurry in their hotel reservations at the Palmer House.

Keene Distries Lauds New "Mainliner Bowler"

"Mainliner Bowler." "We believe," he continued, "that this bristling new non-match score bowler is going to prove one of the most outstanding yet presented to the trade.

"Not only does it have all the features the players want, but it also has our unique shoot-again feature on 10th frame.

"In addition," he said, "it meets with the needs of all operators where space is a premium.

"Because of the exclusive type cabinet we feature, the player actually gets a 3-foot playing field on an 8-foot cabinet.

"Similarly," Huesch stated, "he gets an 8-foot playing field on a 7-foot cabinet.

"In every case," Huesch concluded, "where 'Mainliner Bowler' was placed it pulled the play away from other bowlers. Players report that it's the finest bowler they've ever been attracted to."

Keene plant here is rushing out games just as fast as they come off the production lines.

"Mainliner Bowler," as well as Keeny's new matching score "Bonus Bowler," are keeping the factory going at top speed in an effort to fill orders for both of these new games.

Lou Casola Stamps Out-going Mail With Cash Box Dime Play Headline

ROCKFORD, ILL.—Lou Casola, Mid-West Distributing Company, this city, one of the most progressive operators in the nation, pays The Cash Box high tribute for one of its recent editorials. Lou writes Bill Gersh, publisher, as follows: 'I would accept this fine congratzulation on your editorial in the January 16 issue, page 35, in which you explained why an operator can no longer operate on five cent play. In fact we liked your editorial so well that we are going to steal it from you the following week and announce, "Sunday, we will have W interrogation play away—10c PLAY AND STAY." We are having this made into a rubber stamp, and stamp it on every piece of literature, letters, invoices, and any other mailing from the firm.

"If all other segments of the industry would show your courage in trying to help operators, this would be a better industry."
Music Ops Of Nebraska Present Phono To Youth Center

COLUMBUS, NEB.—A highlight of the Quarterly Meeting of the Music Operators of Nebraska, December 5th weekend in Columbus, was presentation of a music machine to the St. Bonaventure youth center. The presentation was made by Frank Holys, at extreme right, of the Zwiener Music Company, and the latter has also agreed to supply and service the machine. The Music Operators of Nebraska plan to arrange similar presentations to worthy organizations at future meeting places as well. Pictured are, standing, left to right: Mr. Holys; the Rev. Fr. Roch Hettinger, pastor of St. Bonaventure parish; John Tooley; the Rev. Fr. Reinhardt Kommer, assistant pastor; and Mr. Zwiener. Kneeling are Stacia Bolin and Pat Vruble. The three teenagers are officers of the youth center.

“It's What's in THE CASH BOX That Counts”
Basic Theme For: Program Of Public Relations

The Cash Box  Page 40  February 6, 1954

First Proposal For Pub.

Mr. William Gersh
The Cash Box
32 W. Randolph Street
Chicago 1, Illinois
Dear Bill:

You are to be complimented for your initiative in taking the bull by the horns and asking manufacturers to prepare advertisements that operators can use in local programs of public relations.

Your big problem will be to develop an organization to execute the ideas that you receive from the various manufacturers.

Our suggestion in outline form is enclosed. Because of the variety of equipment embraced and the considerable cost of preparing the suggested inclusive illustration, we do not propose to produce such illustration. We will, however, gladly cooperate with other manufacturers and/or local associations of operators in production of such illustrations.

Meanwhile, we have started production of view described in paragraphs 3, 4, 5 and 6 of the Script for illustration.

Keep up the good work.
Yours very truly,
BALLY MANUFACTURING COMPANY
By Herb
H. B. Jones
Vice President

CHICAGO—In keeping with one of the most dire necessities of the industry, The Cash Box contacted leading firms here in an effort to obtain their thoughts as regards what would be the correct and proper public relations program for individual operators, operators associations, as well as for the industry as a whole.

The response came from Herb Jones, vice-president of Bally Manufacturing Company, this city, who headed his treatise, "Basic Theme For Program Of Public Relations".

In this very fine study, Herb Jones shows a very close and inner understanding of the needs of the industry, and outlines a program which, because of its frankness as well as its direct approach, is bound to bring about better understanding for the field.

Not only does Herb Jones explain why the proposed plan for public relations should be frank and honest in every regard, but he also backs this up with suggested advertisements which, in every fashion, prove unusually effective.

Definitely, this is a "basic theme", just as Herb Jones has titled it. Because of its very understanding of the field, as well as its knowledge of the general public, and the method by which the public could be so much more attracted to this industry, this complete treatise by Herb Jones is being reproduced here in full.

As other suggestions are received, which the editors of The Cash Box agree are constructively worthwhile to the industry itself, too, will be reproduced for the benefit of all concerned with this field.

Mr. William Gersh.
32 W. Randolph Street.
Chicago 1, Illinois.

H. B. Jones
Vice President

BALLY MANUFACTURING COMPANY

who suggests a "Basic Theme For Program Of Public Relations" and presents a "Typical Advertisement" reproduced on the opposite page.

Basic theme for a program of public-relations for operators of coin-operated machines should sell the truth that coin-operated machines provide a form of amusement with 3 important characteristics: popularity, i.e., requiring no previous training or effort to be enjoyed; convenience, i.e., readily accessible in place of business frequented by men and women seeking simple relaxation and companionship; economy, i.e., costing only a nickel or dime.

Exploitation of such theme necessarily requires acceptance and frank declaration of the fact that the usual location for coin-operated machines, excepting vending-machines and kiddie-rides, is a tavern, i.e., a place of business for the sale and consumption of alcoholic beverages.

Such frankness may be viewed with alarm by operators who fear that publicized association of the tavern-business with the business of operating coin-operated machines may mobilize anti-alcohol forces against coin-operated machines.

Operators should recognize, however, that (1) forces that are actively hostile to alcoholic beverages are usually similarly hostile to coin-operated games, (2) vast blocks of the public that are friendly or, at least, not hostile to taverns are possessed of a vague, unreasoned feeling of hostility toward coin-operated machines—a feeling caused not by the fact that coin-operated machines are frequently found in taverns, but by past sensationalism of the press; a feeling that can result in greater damage to the business of manufacturing, distributing and operating coin-operated machines than the activity of so-called reformers; a feeling that is the basic reason for operators to undertake programs of public relations.

Advantages of frank association of the tavern and the coin-operated machine are:

1. The psychological advantage of candor. (Contrary to the cynical opinion of many advertising men, people are attracted by honesty. The Schenley advertisement urging that the "one for the road" on New Year's Eve be coffee is probably the only liquor advertisement in years that attracted attention and a feeling of good will toward the advertisers.)

2. The valuable implications that coin-operated machines are not readily accessible to minors, not available on Sunday in communities in which taverns are closed on Sunday.

3. The possibility of associating coin-operated machines with an institution—the tavern—that is accepted and respected by the majority of the adult population of the country.

The concept of a tavern can arouse various mental images, depending on presentation. Say "neighborhood tavern" in certain communities and you arouse an image of a gay but vaguely sinister atmosphere.
TYPICAL ADVERTISEMENT

1. The advertisement should occupy an area the height of which is approximately twice the width.
2. Approximately the upper half of the area should be reserved for the illustration described under the heading SCRIPT FOR ILLUSTRATION.
3. Area not reserved for illustration, i.e., approximately the lower half of the total area, should contain
   (A) In approximately right three quarters of such area: (a) headline and text, detailed under heading TEXT, and signature of operator, group of operators or/local association;
   (B) In approximately left quarter of such area: supplementary copy, detailed under heading SUPPLEMENTARY COPY.

SCRIPT FOR ILLUSTRATION with FLOOR PLAN

1. Illustration should be carefully posed photograph with professional models in authentic setting.
2. Illustration should indicate that setting is a neat, clean but not pretentious neighborhood tavern.
3. In left foreground is a pinball game, three-quarters view.
4. Man playing game is a man in his late fifties or early sixties. Model should be selected to represent a man who is essentially dignified and sober. His attitude should, however, indicate that he is, not without a suggestion of self-consciousness, relaxing slightly from his normal dignity. His pinball stance should suggest that he is temporarily limbered up from his usual propriety of bearing. His smile should suggest that he is not ashamed to be seen playing pinball, but, is, instead, rather impressed with his skill and eager to demonstrate his skill.
5. Standing on the left side of the cabinet of the game physically in contact with the cabinet is a woman who is by her age and character obviously the wife of the player. While the player's attention is on the game, the wife's attention is on her husband. Her smile should combine affection, tolerant amusement at the "illiness" of her husband's interest in pinball and not entirely concealed pride that he so youthfully participates in pastimes of the younger folks.
6. Standing opposite the wife and expressing in their attitude and expression of faces a cheerful satisfaction with life in general and their "old folks" in particular are a man and woman in their thirties, identifiable as children or child and child-in-law of the older couple.
7. Directly back of pinball game is a bowling game, played by man in his forties, game witnessed by woman of an age to be player's wife and a man in his thirties.
8. To right of bowling game is a phonograph partially obscured by a young couple (mid-twenties), dancing.
9. At extreme right is a section of the bar. A man of thirty-five to forty is seated at the bar with a glass of beer. He is turned slightly toward the center of the room, indicating happy interest in the activity. Bartender is behind the bar.
10. The maximum evidence of liquor should be the glass of beer and bottles visible on the back bar—plus, possibly, 2 or 3 glasses on the bar, indicating that 2 or 3 of the 9 persons on the floor are absent from the bar while participating in coin-operated activity.
11. All models should be well and neatly, but not too smartly or stylishly, dressed.
12. Models should be selected to avoid suggestion of so-called racial characteristics.
Mississippi Opinion Moves Toward Dime Play

JACKSON, MISS.—Dime play has been getting much thought and discussion in Mississippi and reports coming in indicate the operators are all for changing over.

Some operators have been on dime play for several months and advise the receipts in top spots extremely good. All are enthusiastic and plan to cover most of their spots with good and new equipment. . . . Jake Ford of Ford Amusement Co., Laurel, advises he has been operating dime play in his top locations for some time. . . . Rosco Redd, Laurel, has many of his machines on dime play and feels the take has put him months ahead of the nickel boys. . . . G. E. Slay, Slay Amusement, Hattiesburg, says he's ready for 10c play and advocates closer cooperation among the operators. . . . B. K. Duff, Duff Amusement Co., Hattiesburg, agrees with Slay and says he'll go along with the rest. . . . Nick Fokakis of Hattiesburg, Hattiesburg, in high gear on 10c play. . . . D. E. Levine of D.E.L. Amusement, Hattiesburg, is going all out for dime play. . . . W. W. Gamble of G. & S. Amusement, Hattiesburg, says he'll go along when the other ops change over to 10 cent play.

Music Guild Of Nebraska Holds Quarterly Meeting

Public Relations Committee To Present Juke Box To Worthy Organization At Each Quarterly Meet

Distrib In Area To Donate Phonos

Thomas and Evelyn Easley have taken over the Rogers Record Center, Jackson, Miss. Evelyn will operate the Record Center while Tom takes care of his routes, operating from the Record Center. . . . Rodger Pardue has accepted a position with King Records, New Orleans. . . . J. C. (Smooky) Weaver closed his uptown arcade for the season. Smooky has a fine group of mechanics working for him. His brother, Dan, Harold Hall and Robert Forster. Dan also operates some machines on his own. . . . W. E. Swales, associate of John Haley, reports a good 1953. John was out beating the bushes. . . . D. E. Levine, D.E.L. Amusement Co., Hattiesburg, Miss., pleasantly surprised at the earnings of his route and paper business. Looks forward to an even better 1954. . . . G. E. Slay, Slay Amusement, Hattiesburg, all wrapped up in blueprints and pictures of a big super duper truck stop he is planning to build soon. . . . B. K. Duff says he is planning expansion of his routes in 1954. Says he can't wait each week for his Cash Box to come in. . . . Also pleased with the results of 1953 is W. W. Gamble of G. & S Amusement, Hattiesburg. Gamble expects big things of the new year. . . . Nick Fokakis, Hattiesburg, a 20 Year Clubber. His dream of his new music store came true on December 6th with a grand opening. Called the Pals Music Store, it will be managed by his wife, Muriel. Nick will operate his route. . . . Rosco Redd, Laurel, out of the office on his weekly run down to New Orleans for records and other equipment. Rosco has many of his machines operating on 10c play and is pleased with the take. . . . Jake Ford, Ford Amusement, Laurel, on dime play in his top spots for some time. . . . C. B. Shives, Shives Amusement, Yazoo City, just escaped the ice and snow by a few miles. Shives says, "We Yazoo people live right!". . . . J. C. Moore so busy when we dropped in we couldn't get a chance to chat with him. . . . J. C. Null starts the new year right as he sets up several new locations. . . . Charley Hall, Magnolia Amusement, Meridian, has a great mechanic in Jerry Jordan. His expert repairs keep calls at a minimum. . . . Everyone on the 26 mile beach at Biloxi painting and getting equipment in top notch shape for the season.

"It's What's in THE CASH BOX That Counts"
chicago coin

Does it Again!

OPERATORS EVERYWHERE ACCLAIM NEW BOWLING GAME MOST EXCITING ATTRACTION EVER INTRODUCED!

123 4 5 6 7 8 9

CRISS CROSS

BOWLER

Featuring PROGRESSIVE ADVANCE SCORING

Plus:

TRIPLE-MATCH SCORING

Look!

8 Ways To CRISS CROSS By Matching Numbers — Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

Plus:

• Match a Number & Star — And Crown Feature!

• Advance Scoring Feature!

• Giant Pins! • Beautiful Cabinet Styling!

• 5 or 10 Frame Play! • 45 Second Scoring!

chicago coin

MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14

As I See It

How many operators realize, that while the coin operated music machine is set on the stage for public approval, behind the scenes stands a little man with a big understanding of the legal problems that confront music operators?

Sidney Levine has devoted almost twenty years of his legal experience to the operators of the coin machine industry. As attorney for the New York Phonograph Operators Association, we have all watched this association become the leading one in the nation. Who can forget the brilliant defense of operators that Sidney Levine made as counsel to the Music Operators of America, before the various committees of Congress in the past several years. He has defended the operators’ position, time and time again in both state and national arenas. I will never forget his fervent plea before the special meeting of the Music Operators of America, held in Chicago last October. He pleaded for operators to realize what ASCAP could do to them and their business, if they were successful in getting their bill passed in Congress. Certainly, his salary as counsel to the Music Operators of America, is too insignificant as to require him to plead for operators to join associations for their common good. Organizers are supposed to carry this message, but, Sidney Levine in twenty years of close association with operators, was pleading their cause because he understands all their problems.

I have always admired Sic’s tactics in his battles with ASCAP. He reminds me of a story, while not similar, but of the technique used by Abe Lincoln in a theft case. After the evidence was all in, the prosecution made a long and dramatic appeal for conviction. Abe addressed the jury and said only: “I think the man is guilty, I’m not sure. Are you?” The jury freed Abe’s client.

As I see it, Sic has had up to now left the various congressional committees with the uncertainty as to whether ASCAP really had a case. Operators could remove this uncertainty by joining associations and banding together for their own common good. Music Operators of America was formed for this purpose. As the attorney for this national association, Sidney Levine will fight to protect the operators’ interests from every quarter, and all he pleads for is for operators to help themselves.

Scott Continues As S. D. Ops Ass’n Sec’t’y

MORRIDGE, S. D.—Though Harold Scott sold his route this past year, operators of the South Dakota Phonograph Operators Assn. re-elected him to the post of secretary-treasurer of the organization for another year. Scott is one of the old-timers in the business. He has always produced a very interesting monthly report for the South Dakota state organization. He advises that he is preparing the new report to the membership as of Feb. 1, and that it will soon be in the mails.

“It’s What’s in THE CASH BOX That Counts”

Host Of V.I.P.’s To Attend Annual Balto. Ops Dinner

Baltimore, Md.—There will be more VIP’s (very important people) at the 6th Annual Dinner and Dance of the Amusement Machine Operators Association of Greater Baltimore, this city, on Sunday night, February 7, than at any of the previous affairs of this organization.

In addition to the announcement previously, that the Governor of Maryland, Theodore R. McKeldin; the Mayor of Baltimore, Thomas D’Allesandro; and the usual host of Congressmen, members of the City Council, et al, will be in attendance, it is now certain that the Honorable J. Glenn Beall, United States Senator from Maryland will also be on hand.

Irvin Goldner, president of the AMO, reports that the record firms have promised to supply a great many of their recording artists. These stars will supplement the organization’s usual high grade show.

“One of the biggest pieces of news I can supply,” stated Goldner, “is that reservations are literally pouring in. No fooling, we are beginning to wonder where we are going to seat everybody.” However, if we know the men associated with AMO, they’ll find room for everybody who wishes to attend.

“Buy the Best in Music”

Reconditioned—Refinished

Seeburg 1-66 Hideaway $125

Seeburg 1-68 Hideaway $105

Seeburg 1-64 Hideaway $95

Wurlitzer 1775 $55

Wurlitzer 1990 $55

Wurlitzer 1220 $55

Wurlitzer Women Model 2140 $25

A.M.I. Model A $75

A.M.I. Model B $75

A.M.I. Model C $75

A.M.I. Model D $45

A.M.I. Model E $25

A.M.I. WDM (5/10) $20

Mill’s Constellation $25

Evans Constellation $15

New Choc Pop Hit Parade $12.50

EXCLUSIVE SEEBOURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY

2200 North Western Ave.

Chicaco 47, Illinois

(Phone: Ackerman 3-3005)

SPECIAL SALE!

STATLER rebuits & Column CIGARETTE $39.50

and 9 Column COOKIE Machines

Supreme Distributors, Inc.

415 S. W. 8th Ave., Miami 37, Fla.
That's right! *The Cash Box* will give you DOUBLE YOUR MONEY BACK if you don't agree that *The Cash Box* is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week's issues) of *The Cash Box*!

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that *The Cash Box* is the greatest magazine you've ever yet read to help you progress in your business... send back those first four issues... get DOUBLE YOUR MONEY BACK for those first four issues... PLUS... the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all... you can get DOUBLE YOUR MONEY BACK... by subscribing to *The Cash Box* TODAY!!!

**THE CASH BOX**
26 West 47th Street, New York 36, N. Y.

**OKAY:** I'll match you! Enclosed find my check for $15 for a full year's subscription (52 exciting weeks' issues) of *The Cash Box*. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

**FIRM**

**ADDRESS**

**CITY** ZONE STATE

**SIGNED**
Shaffer Home Office Moves To New Location In Columbus, Ohio
Will Show New Seeburg Ray-O-Lite “Coon Hunt” Gun

COLUMBUS, O.—Grand opening of Shaffer Music Company's new home office at 849 North High Street here in Columbus will be held this Sunday, February 7th, starting at 12 noon. The new Seeburg Ray-O-Lite Gun "Coon Hunt" will also be shown at the Open House, it was announced by Ed Shaffer, president. Refreshments will be served and door prizes awarded.

The new location is one of the largest and finest of its kind in the country, with the entire building occupied by Shaffer Music, exclusive Seeburg distributors for the past 16 years. In moving to the new and larger quarters, Shaffer now offers expanded facilities and services to music machine operators.

The modern building has been completely remodeled and redecorated, and the floor plan has been especially designed for music machine sales, service and overhaul. Behind the attractive front with large display windows is a completely modern plant of over 13,000 square feet of floor space. Offices are on the mezzanine floor overlooking the large showroom. On the first floor are the display room for new and used equipment, large, completely stocked parts department, a one-stop record shop for operators, sales offices, repair and overhaul shops, cleaning room, paint room, crating and shipping department, and warehouse. A large private parking lot for Shaffer's customers, is located alongside the building.

In addition to the new Columbus office, Shaffer Music Company has offices at 1200 Walnut Street in Cincinnati, and 1267 Capitol Avenue in Indianapolis. Shaffer is Seeburg distributor for central and southeastern Ohio, West Virginia, western Virginia, eastern Kentucky, and central and northern Indiana.

"It's What's in THE CASH BOX That Counts"
MOA Exec Board Meets In Chi
Arranges Convention Program

CHICAGO—Members of the Executive Committee and Preparation committee of the MOA met in Chicago, January 25 and 26, Monday and Tuesday, and arranged the entire program for the Music Operators of America Convention to be held in Chicago March 8, 9, 10. George A. Miller, national president, presided over all the meetings.

Arrangements have been made to assist exhibitors so that they have the finest exhibits possible. It has also been arranged that the banquet to be held Tuesday, March 9, have a name band and star talent from the record companies. Interesting and educational meetings with dignitaries from Congress will be held. A nationally known speaker on public relations and organization will be part of the agenda at the convention. Entertainment and luncheons for the ladies as well as the music operators are planned. It was the opinion of every member of the committee that this Fourth Annual Convention will be the outstanding affair of all time.

The sixteen members of the Executive Board and Committee members paid their own expenses and transportation in order to attend this meeting. They are going back to their respective states to convince their friends and operators to assure the exhibitors a greater potential audience than that of the last convention. Every member of the committee was greatly enthused at the progress made.

The sixteen man committee was divided into groups of four. Each group worked as a separate committee and was responsible for a certain specific section of the program, i.e., tickets, travel, and arrangements. Each member of the committee had his own respective duties to perform.

There were many committees appointed. They were the reservation committee, the ticket committee, the banquet committee, the committee for the performance, the executive committee, and the committee for the convention.

Headquarters for the Canadian operators, who will attend in large numbers, will be set up on the exhibit floor and this group will be honored at the banquet on March 9, 1952. Tickets for the banquet will be $10 per person and may be purchased at least two weeks before convention Tuesday.

Printing of banquet tickets, registration cards, and programs were ordered to be done as quickly as possible.

A joint luncheon between Manufacturers' Association and the Executive Committee of Music Operators of America will be held Tuesday, March 9, 1952, in a room designated for the luncheon will be given at a later date.

The meetings of the Music Operators will be at 8:30 a.m. and will be by appointment only. In the afternoon there will be open houses, committee meetings, and the like.

Official hours for the exhibitors will be from 9:30 a.m. to 5:30 p.m. daily. There will be no meetings of any kind during lunch hours. This is to ensure that all visitors will have a chance to attend the meetings.

All name cards for the exhibitors will be furnished by Music Operators of America and will be placed on the tables of each exhibitor. This will ensure that there are no empty tables at the convention.

The luncheon fee for each exhibitor is $250.00, which is to be paid.

Exhibitors wishing to advertise in the banquet program may send copy at any time between now and March 2. One-half page ads will cost $50.00 and full page ads $100.00.

A well known national public relations man will address the Music Operators on "Public Relations and The Value of Organization". The speaker is well known throughout the nation for his work in public relations and has written many articles on this subject.

The convention will also address the Music Operators at the convention and the three day meeting will be of great interest to operators from all parts of the nation.

At the time of this writing more than 50 exhibitors have signed applications to attend the convention. All operators are encouraged to attend the convention and to make arrangements to be present.

All these important matters were fully discussed and passed upon by the Preparation Committee.

Those in attendance were: Martin Britz, Montana; Ray Canul, Chicago; Wes Elper, California; William H. Huguelet, New York;药品; New York; Richard De Vries, Washington, D. C.; Les Goodwin, Illinois; Jack Mulligan, Philadelphia; Howard Ellis, Nebraska; Cint Evans, Wisconsin; James Toilles, Connecticut; George Workman, Eastern Pennsylvania; Victor Oster, Indiana; Sidney Levine, New York, and George A. Miller, California.

Exhibit space, up to this moment, has been contracted for by the following:

- Miami, Fla.: Miami is just as fabulous as ever. Ted Bush doing a "terrific" job with "Cries Cross." But Ted is a "terrific" guy with a great gang. — Orville Trumppman busy as a hive of bees. He never stays in one spot long enough to walk to catch up with him. — Ken Willis getting ready to go to Key West. Ken's been doing a great job in Cuba and South America. — Kayt-sha. Finally made up his mind to get a major to get the machines ready for shipment. — Ted brushing up his Spanish so that he may later greet his foreign visitors. He's all hopped up about his new building project. — Jack Levi, office manager, moving along, keeping everybody happy.

- Jacksonville, Fla.: Had dinner with Joe Barton and his lovely wife, Billie Ann. I had to come to Florida to eat an Alaskan King Crab. It was surely "King" size. Guess I'll have to go to Alaska to eat Florida Pompano. — B. K. "Bud" Reighel and Carl Jonas two swell fellas. Joe and Carl sold many "Cries Cross" the day I was there. Hopped to meet Ed Levin to order a rush shipment.

- Atlanta, Ga.: The all new F.B.A. Distributing Co., this city's new, best looking store, is now under the management of Mr. John Blalock, Jr., getting settled and just retiring to go to Ed Wurgler, assistant to F. A. Blalock, Sr., just in from a sales trip with "Mac" McBride. Both are very optimistic.

- Columbia, S.C.: Jim Faulk, F.B.A. Distributing Co., this city, all peppe up about the new house he's building. He has sold out "Advance Bowler" and pleasuring for more.

Best Story Tellers

CHICAGO—According to Nate Gottlieb, the two men who proved themselves the best of the funny story tellers, were Irwin Blumenfeld of Baltimore and Dave Workman.

Said Nate, "Maybe it was due to the stories I've told which have been printed in your 'Chicago Chatter' column, but this last visit from many distributors brought in a new batch of funny stories. And the champions were Irwin Blumenfeld and Dave Bond.

You Are Cordially Invited To Attend The GRAND OPENING of our NEW COLUMBUS OFFICE 849 North High Street and showing of the new Seeburg RAY-O-LITE GUN SUNDAY, FEBRUARY 7th from 12 noon SHAFER Music CO. Indianapolis, Ind. 1327 Capital Ave. Lincoln-3571

"It's What's in THE CASH BOX That Counts"
Harold Baker Dies

CHICAGO—One of the industry’s old timers, Harold Lewis Baker, passed away Tuesday, January 26, 1954, after a long illness. His home was at 3265 Washington Blvd., this city.

He is survived by his wife, Marilyn Baker, and his sister, Mrs. Naomi Greenwood of Miami, Fla.

Memorial services were held Friday, January 29, 1954, at 1 P.M. Interment was at the Forest Home Cemetery. The family requested that instead of flowers, donations be made to the Great Lakes Foundation, Hilltop Sanitarium in Lake Bluff, Ill.

Baker was well known to all in the industry for his many products which he built over the years. He was considered one of the pioneers in the field and introduced many different and unique products.

Baker Novelty Company products can be found all over the world. He did a very large business in the United States and also a very fine export business which covered almost every country in the world.

Rock-Ola’s Service Supervisor Covers Southern Dists

CHICAGO—Frank Schultz, service supervisor for Rock-Ola Manufacturing Corporation, is on a long trip throughout the South visiting with the firm’s distributors, as well as meeting with many operators.

So far Frank has visited in New Orleans with A. M. & F. Distributors; in Montgomery, Ala., with Franco Novelty Co.; in Atlanta, Ga., with Robinson Distributing Co.; in Miami, with Ross Distributing Co., and in Jacksonville, with the Ross offices there.

His latest city has been Charlotte, N. C., where he visited with LeStourgeon Distributing Company.

His reports to the firm here indicate that his trip has been one of the most interesting and successful:

“And,” as he states, “everywhere I’ve visited the operators are simply wild over our new ‘Comet.’”

Sends “March Of Dimes” Mutilated Coins

CHICAGO—Vince Shay of Empire Coin Machine Exchange, this city, proved a point last week when he mailed a “March Of Dimes” card of mutilated coins which he had picked up from operators calling on him at his offices.

Shay proposed that all operators mail the mutilated coins, which they find in their various machines, directly to the “March Of Dimes” headquarters in their own communities.

As Vince Shay states, “There should be plenty of these mutilated coins all over the country and they would be a big help to the ‘March Of Dimes.’”

The “Generals” Salute You...

Advancing the AMI Line to Help You Win on the Music Front!

General Music Sales Corp.

BIDDLE & HOWARD STREETS, BALTIMORE 1, MD., Phones: Vernon 4119, 4120, 4121

New Headquarters for AMI Juke Boxes and Auxiliaries

Atlantic-New York Corp. Shows Seeburg "Ray-O-Lite" Gun "Coon Hunt"

NEW YORK—Executives of the Atlantic-New York Corporation, this city, returned home last week after spending several days last week at the plant of J. P. Seeburg Corporation, Chicago, viewing the new "Ray-O-Lite" gun called "Coon Hunt."

Plans for showing of the new gun were immediately put into work. Operators in the New Jersey area were invited to the Newark offices by Joe Fishman on Saturday, January 30; those in the Connecticut territory were invited to be at the Hartford office on Sunday, January 31; and those in the Metropolitan New York area were sent invitations by Harry Rosen and Meyer Parkoff for this showing, starting Monday, February 1, thru Saturday, February 6.

"It's What's in THE CASH BOX That Counts"
Announcing...

The Cash Box

SPECIAL ISSUE
(Dated: March 13)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION'S OPERATORS

Distributed at the MOA Convention at the Palmer House, Chicago, all during the Show... And those Coinmen unable to attend will receive it by mail.

GOES TO: THURSDAY, MARCH 4
RESERVE YOUR SPACE NOW!

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 36, N. Y.
(PHONE: Judson 6-2640)

CHICAGO
32 W. RANDOLPH ST. (Phone: Dearborn 2-0045)

LOS ANGELES
6399 WILSHIRE BLVD. (Phone: Webster 3-0347)

With the opening of Hialeah race track, the town opened its winter season. There were quite a few coinmen around who had come South to attend the races... Max Weiss and his wife are vacationing at the Monte Carlo Hotel. It is rumored that he will leave Miami Beach with a larger bank than that which he arrived with. Seems the Gin Rummy cards have been running his way. Willie (Little Napoleon) Blatt, who knows Max for more than a quarter of a century, will attest to his winnings... The old saying that if a person stood at the corner of 42nd Street and Broadway long enough he would eventually see all his friends, applies to the Pin Fair in a small way. The writer was there one evening and ran into Mr. & Mrs. Gene Lane, Harry Zimmont, Willie Levey, Dave Friedman, Harry Steinberg, and quite a few others... Plenty of shooters at Sam Taras's office, some of them from South America, Sam Stern, sales manager of Williams Manufacturing Co., around visiting the district... Myron A. Loninger, National Amusement Co., Washington, D. C., in Miami combining pleasure and business. He was seen visiting coinrow... Another coinman & a Vendman in his mark, N. J., about to buy a route down here and become a native... Mr. Ziegelaumen, Jr., and his pretty lady friend enjoying themselves so well they have extended the vacation until February 1st... About a year ago Cigarette Service sold its route to a former New York op, Amo Agato, and Paul Jacobs, who ran the route, sold his home and went North to manage a larger cig machine operation. Last week he was back again. One of the first things he did was call Willie Blatt. He said, "Sure I made more money up North, but I would rather live in Miami and do with less." Harold Roth, New York and Fred Halbert, who ran Harold Vending, fell in for the second time this month... Bush Distributing Co. just bought one of the oldest juke box routes from Bill Shayne, Dixie Music, Who for the last five years has been spending most of his time in the real estate business. He'll be back in the business eventually.

Willie Blatt will be in New York on February 20 for a few days. Willie has to attend two weddings. His youngest son Martin will be married on Sunday evening, February 21 and his niece will be married on that same afternoon at the Essex House... Angelo Delaport, owner of Rex Coin Machine Distributors, Syracuse, New York, talking over old times with fellow old timers. He recalls the gold old days when a pinball machine could be bought for $12.50 and make at least that much per week... Harry Pearls brother in town for a vacation... Harriet Green and her little daughter vacationing at the Sherry Frontenac for a few weeks. Too bad Abe couldn't come along... Blatt, who has the arcade at "Pin Fair" just placed his first William machine at the baseball field there and people lined up to play the machine from the moment it was plugged in... Al Schiesinger attended the Miami ops meeting... Jimmy Lowrance, one of the last holdouts in the juke box business, finally decided to join the A.M.O.A. He realized one can't operate unless one belongs to an association... Heard some nice remarks about the new ride from Exhibitor and must agree that the factories are certainly building better looking and better working equipment... Sam Taras and Ed Ross must be very satisfied with their recent trip to Chicago since they've been smiling since they got back... Joe Mangone finally accepted into the magic circle of gin rummy cards such as Willie Blatt, Willie Levey, Dave Friedman, Lucky Skolnik and Harry Steinberg and Harry Zimmer.

DALLAS DOINGS

Texas' third week of rain, snow and ice has slowed the coin machine business down to a crawl. The Dallas Coin Machine Operators meeting was postponed from the fourth Monday this month to the fifth Monday. The association has not had a meeting since November... Friends of Jay Payne were saddened by news of his death this week. His death came as a result of a long illness. Payne was one of the real old timers in the Juke box business. In addition he owned two Jay Payne Men's Shops. During the recent years he had devoted more and more time to the clothing business. Two of the many dealers at S. H. Lynch, A. C. Hughes and E. D. Purlow are back from Chicago where they visited the Juke box factory... Eula Pace is back as cashier at Lynch after an operation... Guy Kincannon was in Dallas this week. He says that his business is going well in Waco... Jimmy Garrett of Longview says that his business is doing better than its own... Harry Wilkes of Lynch is in Chicago attending a service school... Over at Commercial Music we hear that Harold Perkins is back with the Dallas office after helping the El Paso branch to get going. Jack Eskew says that the new Williams "Special Deluxe Baseball Game" is selling as fast as they can get them in. Also the Wurlitzer High Fidelity machine is going good... Gene Williams is back on the job after a fishing trip at Lake Texoma... R. B. Williams is back from a trip to Chicago where he visited the United and Williams factories... Buma Carr of Waco says that he is also doing well with the Williams Baseball game and the new Wurlitzer "Hi Fi 1500."... Benny McDonald of Fort Worth was in town this week on a buying spree.

"It's What's in THE CASH BOX That Counts"
On January 24th at 1:45, solid gold award was presented to Peter Potter from AMI Incorporated, Grand Rapids, Michigan. Nat "King" Cole made the presentation to Potter. This presentation took place on the ABC-Television Coast to Coast "Tollin' the Strings" show. All AMI Incorporated and its affiliates throughout the country. Al Silberman of Badger Sales Company arranged the event. Leo Dunitz, presby of Dunitz Distributing Company, Portland, Oregon, stopped off on his way to New York and Chicago to visit along colorway. Hymie Rosenberg of Drum Equipment Co., New Jersey, spent a few days in Los Angeles before he returned to San Francisco, Portland and Seattle.

Over at Paul A. Laymon Company, Charley Daniels and Jimmy Wilkens were a couple of very busy men this past week. Ed Wilkes was off for a few days and Jack, back which left them rather short handed. They now have the new Bally "Ice-Frolixx" on display for all of the ops to play and test out. Charley Daniels says that they have all developed pinball madness. As the balls hit the new score booster-stall roll-overs and the selectable-super-score board lights up they get tense with excitement, the air fills with smoke and you can't see the floor due to all the cigarette butts. Looks like Bally has again smashed through with another great game.

Gary Sinclair, district sales manager for Wurlitzer was in town recently connecting with his representatives. On one of his rounds Robinson informed us that we won't have to wait much longer for the big announcement that he is about to make. He added that they are having a hard time keeping their new "Keystone" Pinball Coinrow and if we don't get it on shipment and before they can turn around twice they are all gone again. Of course, Charlie isn't much of an advertised man, but is his big bet on the line and has even parked along West Pico and know Bill Olsen must be down from Ven-

The next week sure, saw Bill just up a few blocks visiting with the distributors. Badger Sales Company now has the new "Tango" electrically operated grip machine on display along with Nat Cohn's "3-D Theatre" unit. Fred Berger, used to say that the new Keeley "Bonus Bowler" is winning much con-
n
It's A FACT about your Genco Games

Genco has eliminated all possible content blocks trouble by using only the hardest Phosphor Bronze for our blocks...only the finest Coin Sliver for contact points. Carefully fitted with D.C. current, this gives Genco games faster, more positive response to electrical impulses than any other coin-operated equipment available today!
only the ROCK-OLA COMET 120...
is so SMALL in SIZE—less than 30 inches wide
is so SIMPLE to PLAY—with single button line-o-selector programming
is so SIMPLE to SERVICE—with 3-way service accessibility, top, front and back
has SUPERB TONE FIDELITY—with the Rock-Ola wide-range tone system

"SENDS" the customer and brings STUPENDOUS PROFITS to you

See It, Hear It, Play It at Your Distribution Today!

ROCK-OLA
Comet
Selections

"The original phonograph with 120 selections"

MODEL 1514
Chart Color Box
with 128 Selection

ROCK-OLA MANUFACTURING CORPORATION
800 North Keystone Ave. - Chicago 21, Illinois

When You Enter
The Cash Box
"20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP in The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

NAME

FIRM

ADDRESS

CITY ZONE STATE

The Cash Box
Page 50
February 6, 1954

THRU THE COIN SLIDE

EASTERN FLASHES

The philosophy of the coinman is a study too deep for us to understand or to explain. However, there are times when we must take this business and punsh themselves unnecessarily without thinking. It happens every January, when operating conditions are such that collections dip a bit. It may be the public, or the adverse weather conditions are the reason. Or, the people have spent more than they should for their Xmas and New Year holidays. Whatever the reason, experienced coinmen know that the overall picture, for the complete year, usually evens up. But, a certain number of operators start meaning as if they were going out of business. They are the type who usually try to install this pessimistic view into everyone they meet with. However, the industry is fortunate that these individuals are in the small minority. As Meyer Paroff, of Atlantic-New York Corp, observed the other week: "One week poor collections, and you'd think this fellow was going broke." Irving Morris of Newark, N. J., had the answer. He said, "If you talk with a certain type of operator, you'd think the world is coming to an end. They have a ready excuse for anything continuing. It's 'bad weather'; it's 'Lent'; it's 'summer—customers away'; it's 'high cost of food!'" As has been stressed so often in The Cash Box, operating a route calls for hard work, ingenuity, and progressive thinking. Those coinmen with trade are the ones who view the future, as well as the present, is always optimistic.

Barney (Shugy) Sagerman, Runyon Sales, had an unusual experience this week. He waved down a taxi, and when the cab stopped, the door opened and Vic Damone, the recording artist stepped out. "Blind into my arms" smiled Shugy. Damone and Shugy are friends of long standing, and this was a happy, as well as accidental meeting. Runyon, incidently, is offering the twin a complete line of Kiddie Riding, and that's what he need the help of operators and arcade owners, . "Senator" Al Bodkin and his charming wife, Frances, on their annual vacation to Miami Beach, . . . Joe Young, Young Distributing, in Chicago, is set to leave for the week in the big city with Abe Lipsky and Allie Goldberg. . . . Bob Bear, Wurlitzer sales manager, in Chicago. . . . Mrs. Gertrude Browne, Beacon, N. Y. operator makes the round of wholesalers. . . . Mike Munev, after riding in Manhattan practically all of his life, moves to his own home in Forest Hills, L. I. On the day he moves, and at which time he'd have wanted to be with the movers, George Fleckstein, his manager, takes ill. Ironically, this is the first time George has ever been absent from the office in the seven years he's employed there.

The Atlantic firms invite operators to attend a show of the new Seeburg "Hay-O-Life" gun, which features as a target a Racoon running up and down a tree. Showings at Newark, N. J. with John J. Todd took place Saturday, January 30; at Hartford, Conn., with Mac Perlman on Sunday, January 31; and the New York office for a full week, Sunday, Feb. 1. Harry Kosen, Meyer Parkoff and the entire staff will greet the ops. . . Les Boyd and son, Les Boyd, Jr., making the rounds. Les expects to leave for a Miami Beach vacation shortly. . . Fran LoMauro, pretty secy, to Bob Siffer of Seacoast, carries on a long-distance letter writing romance with Pip, Bob Sanchez, the boy friend serving as an interpreter with the Colombian Division in Korea. . . . Willie Dillon on coinwars. . . Max Schiffman back from a vacation spent at a Dude Ranch in Peekskill with his son, Max operating music machines . . . Dave Steckly and Floyd of Seacoast Dist, (Rock-Ola distributors) announced that Ernie Krirkett has been appointed sales representatives to cover New Jersey and Staten Island, and Ed Wisler, appointed as sales representative for Rock-Ola Dist., Westchester and Long Island. . . Dave Lowey, who re-opened the Dave Lowey & Co. as wholesalers of reconditioned games and music, getting his office and showroom set up.

With the weather as cold as it was, in fact 25 below, Ben Weis of Bemidji, Minn, remarked that it felt good to get down to the warmer part of the state, namely the Twin Cities. . . Because it was so cold Art Hagsness of Grand Forks, Minn, didn't stay in town any longer than he had to. He went about and transacted his business and then headed back home again. . . Kerwin Knudson has bought out the Crookston, Minn, area route from Irv Lindholm of Detroit Lakes, . . . At Interstate between N. M. Frank Phillips of Winona, Minn, and Quiten Haroldson of Northwood, N. D. while having lunch with Dad Lewis of the Lieberman Music Company was not associated with the operations but instead about the growing of potatoes. Quiten farmed this last year and had a number of acres in potatoes and Frank was interested in the crop. The Special Music Company conducted a fence Service School on Tuesday and Wednesday, January 19th and 20th. Items of great interest to Included in the new General was the 24 Liberty World to 40 operators and servicemen took in the school. . . Gabby Cheseau of Grand Rapids, Minn, is planning to take a plane up to the Canadian border and do some sightseeing up there. It's got to be cold up there. It's going to be the trip into Minneapolis last week for the first time in many a month was Don Boile of Baldwin, Wis. . . The new Exhibit Shooting Gallery which is on the Floor of the Lieberman Music Company is getting quite a play and favorable comment from the operators. . . In the Twin Cities picking up supplies and checking the new styles for their routes were Al Eggermont of Marshall, Charlie Seren of St. Cloud, Minn.; Gerald Johnson of Menomonie, Wis.; Elgin McDaniel of Wadena, Minn.; Jerry Hardwig of St. Cloud, Minn.; C. T. Terveer of Winona, Minn, and Harry Gale of Menomonie, Wis.

"It's What's in THE CASH BOX That Counts"
CHICAGO CHATTER

We're in complete agreement with C. T. (Mac) McKelvy that any pictures which show coin machines in which these machines should be of a wholesome and clean variety in every fashion. One reason that arcade machines are up in price is due to the very expensive materials which these large machines require. In addition to the very important fact that parts are extremely difficult to obtain, machines have been manufactured for years. Many times, parts have to be hand fabricated by expert machinists, which adds terrifically to the cost of repairing and reconditioning.

J. Raymond Bacon of Rock-Ofa told us that on his last trip thru Canada he "almost froze to death." Now Ray has gone out on another tour, this time to the West Coast. One of the many favorable hits was the Waltz Who-Wow, where a glistening photo of the backboard glass is featuring the 3-card play "Ice-Frolics," with letters from ops who requested Bally build another 3-card game.

Lew Casolla rubber stamps all his letters with the headline of the editorial which he writes for The Coin Changer. "Because You Stay," Lou sent us a copy and, at the same time, advised he's leaving on a trip which will take him down to Birmingham to see his mother and dad, then to Jackson, New Orleans and Tucson, and on to the movie studios in Hollywood. Howard N. Ellis, Sec'y, and H. W. Marble, Pres., of Nebraska's Music Box, were received at the St. Bonaventure Youth Center. Phil Greenberg of Atlas Pittsburgh offices getting ready to tell ops about the boys has on hand. George A. Miller advises that the Calif. Music Guild will bring the largest delegation in its history to the MOA convention, March 8, 9 and 10, at the Palmer House. Harold Paschke told of his operation last year, but so well liked by South Dakota phone ops, that they insisted he stay on as secretary-treasurer of the association.

Paul Huebsch of Keene's a really busy guy last week. With Roy McNaughton in Miami, his detour having her tell all and the firm introducing its new non-match score, "Mainliner Bowler," Paul was really "on the jump" all this past week.

Sam Stern of Williams the recipient of many, many compliments on the firm's new baseball games. Johnny Billotta of Newark, N. Y. scooted about town to-day. Mel Blinks may be just about ready to break with the news he's been holding back. Ralph Sheffield and the firm's engineers rushed down to Bill Bete's place in St. Leo to conduct a Genoa Service School. Bill McMurray and Tony Sanders of Miles Distributors were around the town seein' this and that. Sam Lewis and Steve Kordek of Genoa report "most successful Service School" at Harry Silverberg's gorgeous new building. Vince Shook has some multitudinous calls just that idea of what he means by ops turning over all such coins to "March of Dimes."

Howie Freer longingly states, "When my doctor told me to go south for a sunshine rest."

The Cash Box, as the House Ways & Means Committee agrees to liberalize businessmen's depreciation. Ed Levin flew back from Kansas City to find his desk loaded down with orders resulting from phone for the firm's "Advance Bowler" and "Cris Cross Bowler." Says Ed, "Keep your eyes peeled for our baseball game..." Miles Distributors get a phone call to visit with the mfrs he represents. Art Weinand who just came back from visiting with Ray Williams in Dallas and Ken Wilkinson in San Antonio, flying thru all the elements, sleet, snow, rain, ice, etc., now on his way to Kansas City and Des Moines. Frank Muriel conked off to the deep south that "this is fabulous country—sunshine and real living." Also tells about the marvelous reception he's getting from the firm's distribts thruout the southland. Al Silverman seen, for a flash, as a moment, as the TV cameras caught the audience at the Potter Show... where AMI presented Peter Potter with their "Gold Coin Award" due to the grand work Peter's been doing for the jule box business and, especially, for 10c play, which The Cash Box wrote about some months ago.

Bill's end of AMI letters, "The interaction counts," and attaches a tiny compass to prove it. (But, Bill, this compass was broken. Send me one quick). Thruout Europe, travelers tell us, the most familiar expression they hear when they meet European columnists is, "Cash Box High' " and "Cash Box Low.'" They also tell us that every time they got the phone given The Cash Box to buy, sell and trade—in Europe. George Koy of ABT informs that, "We've got something really hot." ABT will probably show this "hot item" at the forthcoming MOA convention. Jack Nelson went home yesterday evening. But Bill O'Donnell right on the job. His telephonets ear getting bigger every minute. As more and more phone calls come in for more and more "Ice-Frolics."


Morrie Ginsberg of Atlas preparing a very gorgeous invitation for all to attend the grand opening of the new Atlas Music Box when completed. Written by Various, printed in fancy, typed, terrible-typed, clunkers. And that, for the good of the entire industry, to help eliminate much bad publicity, operators should immediately remove these from locations. Either trade them in or burn them up. Seems like the boys over at the Chi Automatic Phone Bowling League are in for a big, big nite (Feb. 1) when the grenade battle for who should really be in first place comes off between the Oomens and Decca-Coral teams.

This past week, Gillette kept the Oomens' team on the skids, beating them for 6 games, with Tom Baxter in a 497 series and Carl Latino scoring 499, while Isabel Oomens took High For The Ladies with a 440 series. With Jerry Shuman scoring thru a 525 series, High For The Men, Star Music took 2 from B&B, even the "Fireball Bank" (Warren Paradise) came in with 495. The Mighty Mite (Julius Mobili) claimed, "This was the loudest scoring nite I've ever had in all my years of bowling."

Mercury cut thru the Coven team for 2 games. Decca-Coral cut Oomens' team lead to 2½ games by taking all 3 from Atlas. Leo Sochacki scoring 498 and Frank Tutumase a 491, while not a bowler on Atlas' team could score 490. Sorry to hear that Ed Darpol of Milwaukee Symphony, where AMI presented Billotta with "Comet reception grand."

Congrats from Herb Perkins for which we thank Herbie. Mike Spagnola, AMI distrib, agrees with this publication that better than 90% of present phones are scrabby, scratchy, marred, scarred, worn out, tested, terrible-topped, clunkers. And that, for the good of the entire industry, to help eliminate much bad publicity, operators should immediately remove these from locations. Either trade them in or burn them up. Seems like the boys over at the Chi Automatic Phone Bowling League are in for a big, big nite (Feb. 1) when the grenade battle for who should...
WANT—A. M. I. 40, 80, 120 selection equipment — Phonos, Hideaways, Steppers, Wall Boxes, Bar Brackets, Seeburg 100 & B Scales, Arcade equipment, 1c & 5c Vendors, Mutoscope, 1c Pinball. Write stating condition, number, model, and price. THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. TEL.: 2414.

WANT—We pay top price for used records from 3 to 6 months old. Pop, Race, Calypso, Spirituals, Ruth Wallis, Mickey Katz, 45 e.p.m., 78 RPM, and pay 50c & 75c. G. & C. MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y. TEL.: Tilden 4-9040.

WANT—Bright Spots, United Show Boats, United Circus, late Gottlieb 5 Ball Full color games, Seeburg Model B & C’s 45’s, State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Can be up to 6 months old. No quantity too large or too small. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 56, N. Y. TEL.: Wisconsin 7-8389.

WANT—New and used records. Highest prices paid for Garage and 78s. No quantity too large or too small. We buy brand new LP’s ($2.50 each) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. TEL.: J uliet 4-6568.

WANT—Your used or surplus records all speeds, 45’s our specialty. We buy all year round and pay top prices. No quantity too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. TEL.: Union 7-5600.

WANT—45 RPM Records, new or used. No quantity too large or too small. Highest prices paid. Write stating quantity on hand. TONY GALCANO, GALCANO DIST. CORP., 4142 W. ARMITAGE, CHICAGO 39, ILL. TEL.: Detroit 2-7050.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted: Imperial, Columbia, Victor, Vocalion; Paramount; Gennett; Bluebird; Champion, JACOB S. SCHNEIDER, 128W. 66th STREET, N. Y. C.


WANT—Tubes: 2651; 2650; 7017; 24A; 243; 5V4; 6L6; 6L7; 6L6; 6V6 metal; 6X5 metal. Will pay $400 hundred. Must have minimum quantity 50 of a type. Have you other types? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Wurlitzer 1015’s, 1100’s, 1250’s, and 1400’s in good condi- ders. YOUNG DISTRIBUTING, INC., 56TH AVE. FOURTH STREET, NEW YORK, N. Y.

WANT—For resale, good clean Bingos, United, and Chicago Coin 6 player Bowling games, Rock-Ola and 22 feet Shuffleboards, Wall Electric Scoreboards. Quote your best price, condition first letter. STANLEY AMUSEMENT CO., 1523 BROADWAY, TACOMA, WASHINGTON, TEL.: Broadway 3665.

WANT—All types of post-war flipper five ball games in any quantity. Give names, condition they are in, price wanted, and when ready to ship. CHICAGO BAYBERRY & I. MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y. TEL.: Tilden 4-9040.

WANT—Latest model cigarette machines. Can also use Cole, Super- Venus, and others. Also want hot coffee vendors. Please give quantity, model numbers, condition, price, and price in first letter. Write full details to: BOX NO. 264, GATE 5, ORLEANS 9, CALIF., OR CAL. TEL.: Ma jor 1-5967.

WANT—For sale, good clean Bingos, United, and Chicago Coin 6 player Bowling games, Rock-Ola and 22 feet Shuffleboards, Wall Electric Scoreboards. Quote your best price, condition first letter. STANLEY AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Show Boats, Circuses, and Sadie’s 45, GOLDEN GATE VA- LUE CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CAL. TEL.: Major 1-5967.

WANT—For sale, Bingo, Wurlitzer, and other machines. Write with reasonable price. W. M. KOEPPEL DISTRIBUTING, INC., 2951 N. GRAND AVENUE, MICHIGAN CITY, INDIA.

WANT—For sale, Bingo machines, Wurlitzer, and other machines. Write with reasonable price. W. M. KOEPPEL DISTRIBUTING, INC., 2951 N. GRAND AVENUE, MICHIGAN CITY, INDIA.

WANT—Clover Dancing Machines, complete. All parts available. Write for prices. W. M. KOEPPEL DISTRIBUTING, INC., 2951 N. GRAND AVENUE, MICHIGAN CITY, INDIA.

WANT—Will purchase your Bingo Games, Five Balls, and Phonographs in any quantities. All low prices. T & L DISTRIBUTING COMPANY, 1663 CENTRAL PARK- WAY, CINCINNATI 14, OHIO. TEL.: Main 8751.

WANT—For sale—Special! Dude Ranches $375; Tahiti’s $375; Rio $435. NEW ORLEANS NOVELTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. TEL.: Canal 3818.

WANT—For sale—Reconditioned Wurlitzers: 1250’s $375; 1100’s $250; 1015’s $250; 1000’s $125; 146M $115; 147M $135; 148M $250; Packard Manhattan’s $75; Packard Sevens $30; Wall Box $3W.2 50. 90c; $10. 50c—5c, and 25c Boxes $22.50, O’CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

WANT—For sale—one Stop Record Service. Any record, any label, 5c over wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 17921 S. WILSHIRE 3322 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—For sale, Bingo Machines, Wurlitzer, and other machines. Write with reasonable price. W. M. KOEPPEL DISTRIBUTING, INC., 2951 N. GRAND AVENUE, MICHIGAN CITY, INDIA.

WANT—For sale—Large stock in the world of Kiddie Rides, completely reconditioned. Will accept trades. WANT—Will trade Kiddie Rides or pay cash dollars for Wurlitzer 1500’s, 1400’s, 1250’s. Authorized United, Bally, AMI Distributor. RAYMAR DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS.

WANT—For sale—AMI A’s @ $175 each; 510c AMI Wallboxes @ $15.50 each. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, NORTH CAROLINA.

WANT—For sale—United Coweler Bowlers $225; Atlantic City $175; Palm Beach $175; Frolics $185; Yacht Club $245; Beach Club $350; Bud Ruth $300; Ballantine’s $250; Wurlitzer $300; Genie 8 Player $145; United Slagger $60. MOUNTAIN DISTRIBUTORS, 3650 DOWNING STREET, DENVER COLORADO TEL.: Acoma 5118.
FOR SALE—Silver Chest, like new, $275; Golden Nugget, $125; Jumping Jack $90; Genco 400, $80; Dale Gun $60; Chicago Coin Pistol 89; Mutoscope Sky Fighters $125; Chicago Coin 4 Player Derby $225; Big Bronco, very clean, $495; Evans Horse Power Wheel, price; Chicago Coin Super Jet, used, $495; Metal Types, very clean, $345; Pop Corn Sec $49.50; Fanny House Mirrors, write; Jungle Joe $150; Genco Sky Gunner, like new, $285; Chicago Coin Band Box (New) $225, Shuffle Alleys—United 4 Player Formies Top $85; United 5 Player Formica Top $100; United 6 Player Formica Top $115; United 6 Player Wages $135; United 6 Player Super $195; United 10th Frame $285; United 10th Frame (Matched) $300; United Cascade $325, Bingos—Bally Spot Lite $135; Bally Bright Spot $150; Bally Frolics $225; Bally Atlantic City $250; Bally Palm Beach $275; Bally Beauty $160; Keener Lite-A-Line $65; Williams Long Beach $139.50; United ABC $250; Universal 2 Star $45.95; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE, CLEVELAND 14, OHIO. Tel.: Ultradio 1-4600.

FOR SALE—Bingo, Game—Muscle Box—Players: One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for sale. Call—Write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 7-1021.

FOR SALE—AM Institute Model B, $310 each; 2 Genco Sky Gunners, $250 each; 4 for 25% semi-automatic camera; $195, All equipment in A-1 condition. RELIABLE COIN MACHINE CO., 184-188 WINDSOR ST., HARTFORD, CONN.

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AMI's TRUE-TONE FIDELITY FILTERS

IRRITATING HIGHS

LOW RANGE
CLEAR!

MIDDLE RANGE
CLEAR!

HIGH RANGE
CLEAR!

THAT COME WITH NEEDLE SCRATCH and SURFACE NOISE

*Brings Out the Best of the Music for Pleasure and Profit

WITH APOLOGIES TO THE MAKERS OF KENT CIGARETTES

AMI Incorporated

GENERAL OFFICES AND FACTORY. 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

"It's What's in THE CASH BOX That Counts"
How To Use "The Confidential Price Lists"

[Also Known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same way as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists" rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may vary with divergent. Someone on the West Coast may feel a certain machine worth $125.00, whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appraisal, demand, territory, custom, and condition of equipment may be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than other firms, due to the reputation.)

"The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for that item. Second price listed is highest price quoted.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

LISTED ALPHABETICALLY

AIREON

1. Aireon Lively 20.00 30.00
2. Aireon Wide 30.00 55.00
3. Aireon 48 20.00 30.00
4. Aireon 19 20.00 30.00

AMI

1. W.M. Wall Box 12.50 20.00
2. Model A '46 150.00 225.00
3. Model B '48 225.00 325.00
4. Model C 275.00 450.00
5. Model D-40 395.00 450.00
6. Model D-80 335.00 450.00

BUCKLEY

6. Wall & Bar Box O.S. 3.00 5.00
7. Wall Bar Box N.S. 6.50 8.50

MILLS

6. Throne of Music 20.00 30.00
7. Empress 20.00 30.00
8. Constellation 29.50 35.00

PACKARD

4. Pla Mor Wall Bar Box 2.50 5.00
5. Manhattan 39.50 75.00
6. Model 7 Phone 25.00 35.00

ROCK-OLA

1. Playermatic '46 35.00 49.50
2. 1422 Phone ('46) 69.50 104.00
3. 1422 Phone ('47) 49.50 79.20
4. 1426 Phone ('47) 75.00 99.00
5. 1426 Phone ('48) 165.00 199.50
6. 1426 Phone ('49) 329.50 395.00
7. "Fireball" 45 RPM 165.00 199.50
8. 1501 Wall Box 3.00 4.00
9. 1502 Bar Box 5.00 7.50
10. 1502 Bar Box 15.00 22.50
11. 1502 Wall Box 15.00 22.50
12. 1502 Wall Box 22.50 35.00
13. 1502 Wall Box 15.00 22.50
14. 1502 Wall Box 15.00 22.50
15. 1502 Wall Box 15.00 22.50
16. 1805 Organ Speaker 24.50 30.00

MISCELLANEOUS

1. Chicago Music Box 15.00 25.00
2. Chicago Coin Hit Parade 25.00 30.00
3. Rickenbacker 20.00 25.00
4. Williams Music Mite 35.00 49.50
5. Williams Music Mite 35.00 49.50
6. Evans Constitution II 269.50 360.00

Manufacturers and date of games listed, Code: (B) Bally; (CC) Chicago Coin; (E) Exhibit; (G) Ghost; (Gt) Gottlieb; (K) Keene; (Wm) Williams.
return all balls feature

SCORELESS FIRST GAME ENTITLES PLAYER TO EXTRA FULL GAME by simply pressing button, holding all advantages gained in first game. Extra coins can also be played for extra advantages in second game.

SPELL HA-V-A-N-A
FOR EXTRA IN-LINE SCORES—CAN ALSO SPOT NUMBERS 2-5-8

TWO SPECIAL CARDS
(FOR EXTRA IN-LINE SCORES)

- SELECT-EM FEATURES
  - SPOT A NUMBER
  - EXTRA BALL
  - 3 in Line Scores 4 in Line
  - BOTH SUPER CARDS
  - BOTH SPECIAL CARDS

- FOUR CORNERS SCORE
- EXTRA TIME FEATURE
- UP TO 3 EXTRA BALLS PER GAME
- NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
- BACK GLASS SLIDES OUT EITHER SIDE
- BACK-BOX MECHANISM TILTS FORWARD FOR EASY ACCESS
- FRONT AND BACK DOOR HINGED

SEE YOUR DISTRIBUTOR

United Manufacturing Company
3401 N. California Avenue, Chicago 18, Illinois
Another great 3-cards hit by Bally®

ICE-FROLICS

NEW SELECTABLE SUPER-SCORE

Player lights Super-Score Signal on his "favorite" card or on card on which he is "getting there" fastest

NEW SCORE-BOOSTER STAR ROLL-OVERS

Boost 3-in-line to 4-in-line Score if hit when lit

HOLD BUTTONS

BALLS RETURNED from numbers not held

ADVANCING SUPER-Scores

CORNER SCORES

EXTRA BALLS

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